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About Us

AS Apparel Group is a Pakistan Based Company Founded by A Dynamic Team of Apparel Experts with Over 15 Years of Experience in Manufacturing Garments Worldwide.

With a blend of the latest technology and innovative approaches we aim to be the leaders in creating, developing and supplying woven and knitted products.

In the ever evolving world of fashion we supply a vast range of garments that respond to the changing trends within the industry.

We translate conceptual ideas into reality. Developing them with our professional approach and technical skills into finished products. We firmly believe that customer satisfaction is essential in the development and growth of our business.

Our mission is, with a blend of the latest technology, innovative approaches and experience to be the leaders in creating, developing and supplying, manufactured woven and knitted products.

We pride ourselves in being open, honest, transparent and most importantly ethical.

Denim & Twill Product Range

Jeans | Skirts | Shorts | Capris | Ribbed waist and bottoms | Cargo pants | Dungaree | Jackets | Denim Shirts | Chinos | Jog Jeans |

Here is just a few of the Denim and Woven fabrics qualities we are able to offer to our customers.

Fine quality 100% cotton denims (including cotton lycra denims), weights from 6oz to 14oz in constructions from the regular denim through to the fine slub denims with special finishes, cross hatch denims, coated denims and so much more. As you would have guessed not only can we offer Poly / Cotton mixtures from the basic to the more complexed but also some specially weaved yarn denim fabrics such as tencil yarn, poly spun yarn, viscos yarn and corduroy.



Washes

Vintage Look Washes | Distressed Enzyme With Optic Bleach Wash | Tint
Look Washes | Raw With Soft Hand Wash Garment Overdye |
| Raw With Soft Hand Feel With A Variety Of Effects | Patch Work Washes
3D Wrinkle | Rinse Wash | Enzyme Wash
Random Wash | Pigment Spotting | Enzyme
Stone Wash Enzyme With Light And Mid
Bleach Wash

Product Development

Our research and development team are constantly exploring new materials and products which enables AS Apparel Group to be at the forefront of Development within the market.

Our Well trained designers are able to take customer ideas to the drawing board and create a finished product to ring their vision of life.

Speed is an important criteria within research and development and we take pride in our ability to provide our customers with new innovative products in a short space of time without compromising on quality.

Finishes

Vintage look washes | Distressed look washes | Dip tumble | Busted seam | Acid wash | Enzyme wash | Stone wash | Burnout wash | Garment dye | Tie dye | Dip dye | Dirty wash | Raisin finish | Scotch guard | Stain resist | wrinkle free |



Services

Company Values

- * Understand customer requests and expectations.
- * Striving to exceed customer expectations in price, quality and delivery.
- * Give a high quality product and service.
- * Promote and implement creative and innovative ideas and solutions.
- * Act with integrity.
- * Value and respect our colleagues, customers and suppliers.
- * Treat people the way we would like to be treated ourselves.
- * Value individuals from different backgrounds, cultures and beliefs.

Core Function

- * Research & Development to be at the forefront of sampling.
- * Having access to a manufacturer for the best product.
- * Submissions dispatched and communication maintained with buyer for developments, fabrics, strike off's, samples, etc.
- * Quality assessment is done from fabric stage and through production with a final inspection.
- * Conducting social compliance audit at vendor factories continuously.

Sustainability Service

- Communication: This is a high priority and our strength whether that be our customer or manufacturer.
- Cost Price: We are able to compare and provide the best price possible to our customer.
- Delivery: With a success rate of 98% on time delivery, we feel Proud.



Manufacturing

Cutting

Equipped with a CAD/CAM system from Gerber, we ensure maximum cutting efficiency. which enables us to control fabric consumption. Working in close co-ordination with product development, this plays a crucial role in ensuring product integrity.

Sewing

Top of the line, automated sewing machines are divided into lines, enabling us to be efficient as well as versatile. Incorporating the latest in sewing technology, we have invested in our setup with a vision to reduce the number of operations required, as well as manual handling.

Printing

We have a technically advanced printing arrangements to cope with a vast range of fabrics. Using screen printing, heat transferring and flocking, we are able to artistically arrange many ranges of exciting and marketable garments.

Embroidery

We have an extensive range of embroidery arrangements giving us the capability to produce many designs from the simplest to the more complex, which enable us to cope with a quick turnaround on both small and large orders.

Washing

Understanding that washing is now one of the most important processes in garment production, that the wash process is critical to give the garment its final look which is imperative in adding value to the garment. We have incorporated the latest washing technology with our dry process, which includes scraping spraying, abrasion, fraying, soft feel 3D wrinkle, garment overdyed and so many more which enables us to give the garment the appropriate finish.

Quality

Each stage of our production process is overseen by a team of experienced quality personnel who not only ensure that quality standards are met, but build quality into the product. Expatriates with extensive experience working for brands have been recruited for this purpose. Working at an AQL level of 2.5, we ensure that only quality garments are produced.

Testing

Each product within our production process is sent for testing. This testing is done as required by each customer and is carried out by globally accredited laboratories such as Intertek, SGS and Bureau Veritas.

Information

Our Manufacturing unit within Pakistan have been designed to supply in excess of 100,000 units per month Basic and 60,000 Units of High Fashion Garments. In addition, we are in Certification Process for WRAP, SEDEX, and ISO, and are fully compliant for ethical and social audits.

OUR ETHICAL POLICY

AS Apparel Group proud to operate a comprehensive ethical manufacturing policy.

OUR COMMITMENT TO ETHICAL SOURCING

Great style shouldn't come at the cost of the welfare of others. The materials and treatment processes used are one part of our commitment to responsible sourcing, reflecting our company values and reinforcing our Code of Conduct.

Wherever we do business, we are committed to doing our best to deliver a high standard of ethical conduct. It is not simply enough to comply with legal requirements, as we constantly look for new ways to improve our relationships with our suppliers.

THE ETHICAL TRADING AUDITS

AS Apparel Group monitored through independent ethical audits to help them adhere to this strict code of conduct. To give the best possible support for our suppliers, we also work with them constantly to help develop improvement plans that will provide long-term benefits to both parties.

We believe that collaboration is an essential part of delivering long-term improvements, so we've continued to extend our networks by working collaboratively to improve ethical and sustainable trade.

WE CARE ABOUT EMPLOYEES AND COMMUNITY

Our HR Department is constantly working to implement new initiatives that will help improve the lives of employees both inside and outside of the factories. We believe that everyone should be treated with respect and dignity. That a workplace should be a safe and fair environment. These principles should be respected throughout and we work with suppliers who also share these values.

We prohibit any discrimination, harassment or abuse including any forced, bonded, involuntary prisoned and child labour from anyone we conduct business with.

Wages and benefits paid for a standard working week meet, at a minimum, national legal standards or industry benchmark standards, whichever is higher.

Regular employment and working hours, excluding overtime, shall be defined by contract, and shall not exceed 48 hours per week and all overtime shall be voluntary. Employing a measure of free association and collective bargaining.

2.5% of all proceeds go to help local charities, schools, medical centers and many other ways used to help the local community.