
Amami

Amami (in Italian, and pronounced as: aa-h-ma-me) means "Love Me".

Integrity | Professionalism | Diversity | Respect

History

Inspired by Italian designs and comfort, the Company was founded in 2019 in Pakistan. Market research into the inner-wear segment of clothing in Pakistan started in early 2018. During the research it transpired that there was a lack of quality undergarments in Pakistan's retail stores. In some top tier retail stores undergarments were not even offered due to quality and supply chain issues.

Amami set out to change this by promising international quality undergarments manufactured specifically for the Pakistani market. This, in itself, required substantial research and development to be carried out, mainly because no research on the Pakistani body shape had ever been done. After a year of R&D and Covid disruptions, Amami Clothing set out to establish a manufacturing facility in Faisalabad. Proof of concept production started in October 2020.

History...

The Company chose an interesting location in Faisalabad, spanning over 20,000 square feet. The space was originally intended for a university but due to Covid, it could not be materialised and instead Amami took over the premises. It seemed the perfect space for our people, machines and materials. After major civil works, the Company installed artificial-intelligence-led machines (with Austrian technology), imported for the first time to Pakistan.

Meanwhile, the Company employed staff from the UK, Turkey and Sri Lanka to ensure a smooth start to its operations and hand-holding for the highly skilled craft of innerwear manufacturing, using the latest machines.

As time went by, Pakistani staff kept improving their workmanship under the guidance of our international staff.

History...

After understanding the market dynamics, price-points, supply chain and quality requirements, the Company started bulk production in April 2021.

Since April 2021, the Company has proudly supplied excellent export quality undergarments including, underwear, sports bras, leggings, vests etc to all top retail brands in Pakistan. As demand for quality inner-wear grows in Pakistan through the premium retailers, so does the demand for our products.

We are constantly looking to improve our offering and product range and have plans to start fashion lingerie including fashion bras this year. In addition, we will be growing our capacity to meet the ever increasing demands of our customers.