



Aarmoire.com

L i m i t e d

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WWW.AARMOIRE.COM

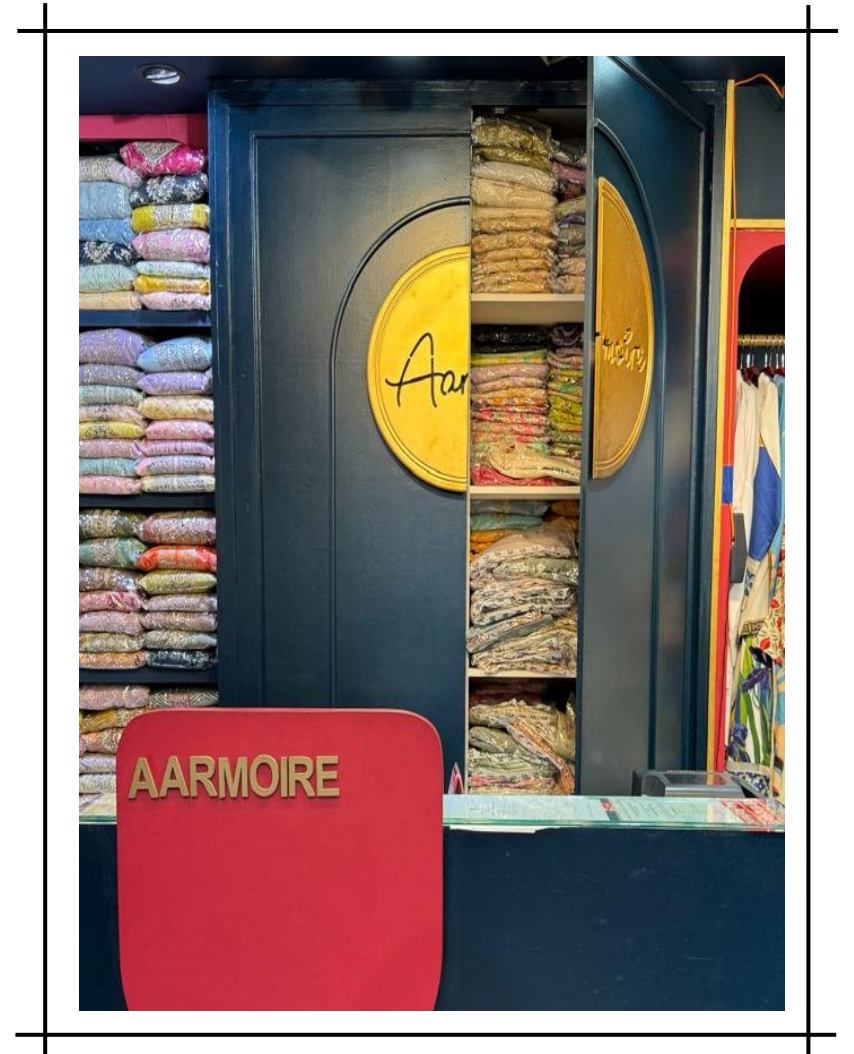




INTRODUCTION

Since its establishment in 2018, Armoire.com Ltd. has gained a strong reputation as a socially responsible retail chain in the fashion industry. The company focuses on trading, importing, and exporting high-quality garments while maintaining ethical business practices. With three showrooms and a robust e-commerce platform, Armoire.com Ltd. offers customers an exclusive shopping experience through both physical and online channels.

From its beginning at Pink City, Gulshan-2, Dhaka, the company has grown by staying committed to quality and ensuring the uniqueness of its products. Armoire.com Ltd. takes pride in its socially conscious approach, ensuring that its business practices reflect a commitment to the community and sustainability.



Brand Identity



Armoire.com Ltd. reflects the contemporary Bangladeshi lifestyle by offering a curated selection of clothing and fashion items that blend tradition with modernity. The retail chain caters to diverse fashion needs, from casual wear to formal attire, ensuring that every wardrobe is a reflection of individual style.

Rooted in Bangladeshi culture, Armoire.com emphasizes locally inspired designs while embracing global trends, making it a go-to destination for fashion-conscious individuals. The brand is known for its commitment to quality, affordability, and inclusivity, offering pieces that appeal to all age groups and tastes. By integrating sustainable practices and ethical sourcing, Armoire.com aligns with the growing awareness of responsible fashion. The chain's customer-centric approach, both in-store and online, creates a seamless shopping experience that resonates with the fast-paced, digitally connected lifestyle of modern Bangladeshis.





Product Range

- Apparel (women)
- Accessories
- Footwear
- Lifestyle products

Categories



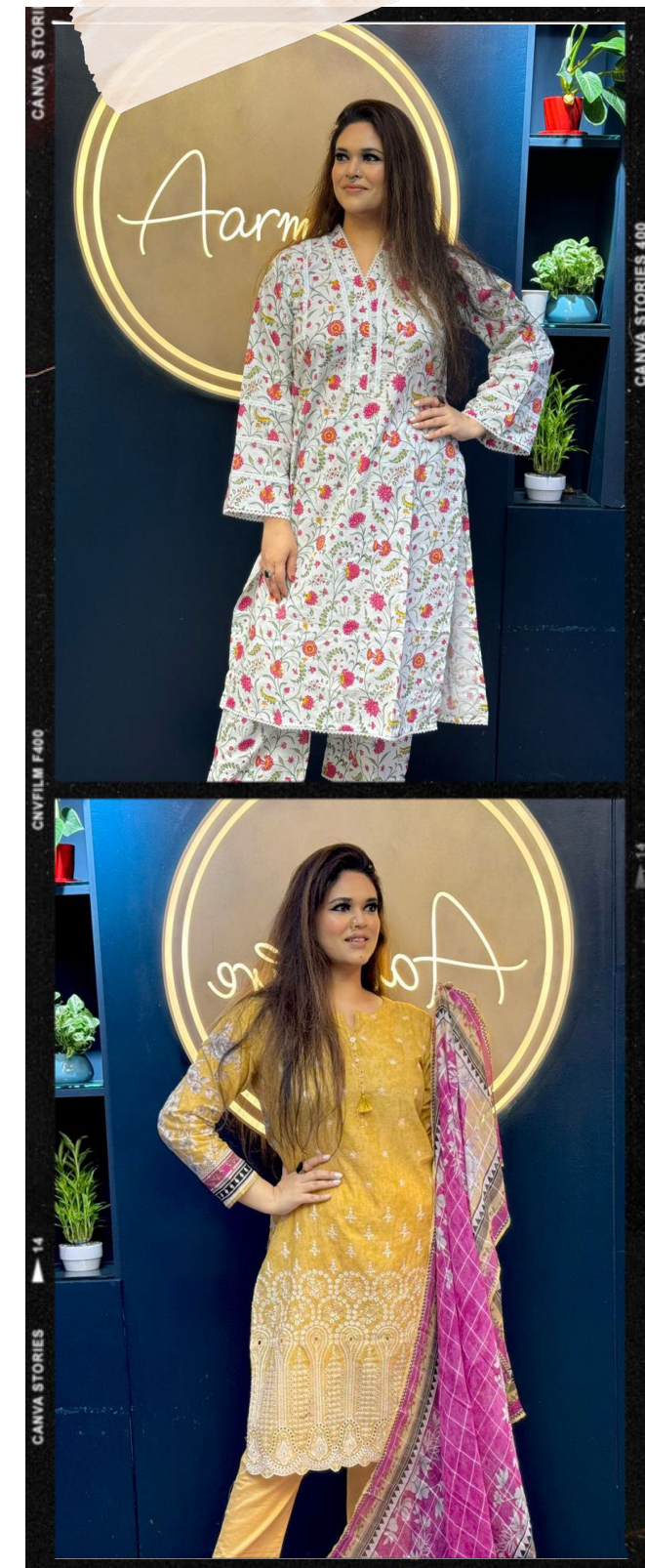
- Premium Brands
- Casual Collection
- Formal Attire
- Ethnic Wear

Special Collections



- Seasonal collections
- Fast fashion

Trendy Fashionwear



Market

P r e s e n c e

We value your convenience & flexibility. We are present at the prestigious shopping hubs and online. Reach us whichever way you like and enjoy the experience of shopping excellence!



Geographic Reach

Physical Stores

Online Platform

Delivery Network

E-commerce Platform

Social Media/
Website

App Features

User Experience

Target Audience

Urban Professionals

Young Adults

Families



Retail Experience

At Arrmoire.com we serve to create extraordinary buying experience. We do not sell products, we provide you the attire for your unforgettable memories. We believe, your one fits only you.



In-store Experiences

- ❑ Shopping friendly layout
- ❑ Staff hospitality
- ❑ Soothing ambiance

Online Shopping Experience

- ❑ User-friendly interface
- ❑ Personalized recommendations
- ❑ Seamless checkout

After Sales Service

- ❑ Return policy
- ❑ Exchange Policies
- ❑ Loyalty and Priority Service





Market Operation

Armoire.com Ltd. employs a dynamic marketing strategy focused on 360° channels including physical stores & digital channels, leveraging social media, and e-commerce platforms to reach its target audience. The company emphasizes customer-centric campaigns, seasonal promotions, and trend-driven collections to attract fashion-conscious consumers. By utilizing data-driven insights and personalized marketing, Armoire.com builds strong customer loyalty and enhances brand visibility in the competitive retail market.



03

Outlets

35

People

11

Sourcing Countries

02

New Outlets

0.2 M

Yearly Turnover

Get in Touch



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