

ICMA & FOCUS CLOTHING SIGN MOU

The Institute of Cost and Management Accountants (ICMA) and Citi Apparel, parent company of the corporate clothing brand Focus, have signed a Memorandum of Understanding (MoU) to raise professional collaboration, strengthen industry–academia linkages, and promote social welfare initiatives.



KEY OBJECTIVES

- ⊕ Extend benefits to ICMA members.
- ⊕ Support CSR and professional development programs.
- ⊕ Promote research, sustainability, and publications.
- ⊕ Offer internship opportunities for ICMA students.
- ⊕ Deliver Directors’ Training Program (DTP) by ICMA.

DISCOUNT BENEFIT FOR ICMA COMMUNITY

- ⊕ 10% discount on Focus products for ICMA members, students, and employees, upon showing their valid ICMA membership, student, or employee card.
- ⊕ Network of Focus available nationwide with major presence in Lahore, Faisalabad, Sialkot, Gujranwala, Gujrat, Abbottabad, Rawalpindi/Islamabad, and more.



MOU SIGNING CEREMONY

The MoU was signed by Mr. Usman Rafi, Chief Operating Officer, Focus, and Mr. Abdul Qayyum, Chairman, Social Welfare Committee, ICMA Pakistan. Present on the occasion were Mr. Muhammad Yasin, Vice President ICMA, and Mr. Naeem ul Haq, Chief Marketing & Corporate Relations, along with other distinguished industry representatives.

FACILITATION

Mr. Zia ul Mustafa Awan, Former President of ICMA and Director of Focus Clothing, played a key role in building this partnership and facilitating the formal signing of the MoU.

Asim Husain Khan

Secretary, Welfare and Coordination Committee for Members & Students, ICMA

FOCUS

BRAND
PROFILE

2025

ABOUT US

Focus is a distinguished clothing brand renowned for its premium quality and timeless style. From formal suiting dress pants, shirts, waistcoats, and shalwar kameez to smart casual and seasonal wear, Focus delivers versatile collections that meet diverse customer needs. Backed by in-house production, the brand ensures consistent quality, innovation, and agility in responding to fashion trends, giving it a distinct competitive edge.

With 25 branches across 16 cities in Pakistan and a well-established presence in the USA, Focus is steadily strengthening its reputation as a trusted name in fashion, both locally and globally.

CURRENT RETAIL NETWORK

CITIES WE EXIST IN:

Lahore	Gujranwala
Islamabad	Gujrat
Peshawar	Sargodha
Abottabad	Sahiwal
Faisalabad	Mandi Bahauddin
Hasan Abdal	Bahawalpur
Sheikhupura	Talagang
Sialkot	Chakwal



**25 STORES,
IN 16 CITIES! ACROSS PAKISTAN**

DOLMEN MALL LAHORE



2800 SFT

GIGA MALL



1300 SFT

EMPORIUM MALL



2700 SFT

KING MALL



3000 SFT

RAHWALI GUJRANWALA



7000 SFT

SATELLITE TOWN GUJRANWALA



4500 SFT

FORTRESS SQUARE MALL



1300 SFT

SIALKOT V- MALL



2400 SFT

KAREEM BLOCK LAHORE



5000 SFT

LAYLLPUR GALLERIA FAISLABAD



SHOP FRONT

2000 SFT

PRODUCT LINE

WESTERN FORMAL

WESTERN CASUAL

EASTERN CASUAL

WESTERN FORMAL



SUITING+DRESS SHIRT

WESTERN FORMAL



JACKET + FORMAL PANTS

WESTERN CASUAL



SHIRT + CORDUROY PANT



JACKET + SWEAT SHIRT



HOODIE



SWEATER + COTTON PANT

WESTERN CASUAL



TURTLE NECK + CHINOS



TRACK SUIT



POLO SHIRT



T-SHIRT + DENIM PANT

EASTERN CASUAL



SHALWAR KAMEEZ + WAIST COAT

CELEBRITY ENDORSEMENT



AHSAN KHAN



EMAD IRFANI

FOCUS

 www.focusclothing.pk

 [focusofficialpk](https://www.facebook.com/focusofficialpk)

 [focus.pk](https://www.instagram.com/focus.pk)

 [focusclothingpk](https://www.linkedin.com/company/focusclothingpk)