



### **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.



### 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

PAKISTAN

# 25 STORES, IN 16 CITIES!

IN 16 CITIES! ACROSS PAKISTAN

### DOLMEN MALL LAHORE







# GIGA MALL











# EMPORIUM MALL











### KING MALL











### RAHWALI GUJRANWALA



### SATELLITE TOWN GUJRANWALA



# FORTRESS SQUARE MALL











# SIALKOT V- MALL







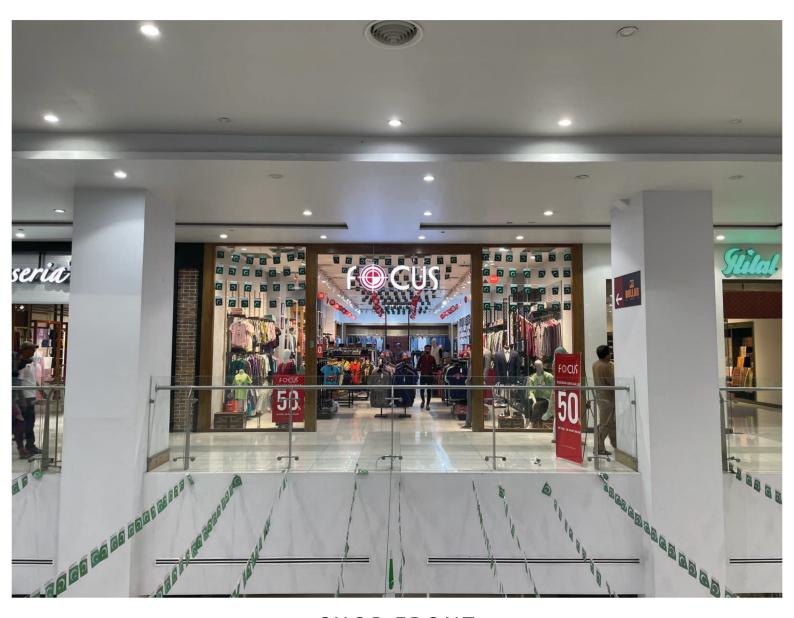
# KAREEM BLOCK LAHORE







# LAYLLPUR GALLERIA FAISLABAD



SHOP FRONT

### PRODUCT LINE

# WESTERN FORMAL WESTERN CASUAL EASTERN CASUAL

### WESTERN FORMAL



SUITING+DRESS SHIRT

### WESTERN FORMAL

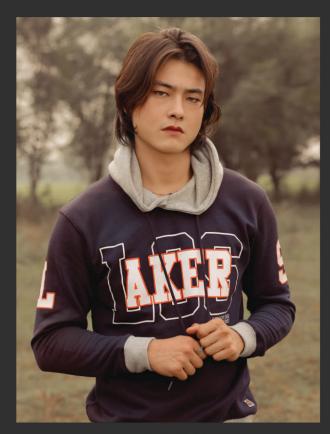


JACKET + FORMAL PANTS

### WESTERN CASUAL



SHIRT + CORDUROY PANT JACKET + SWEAT SHIRT



HOODIE



SWEATER + COTTON PANT

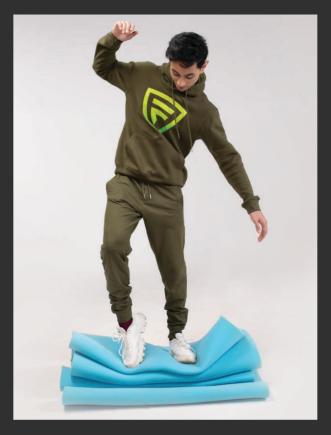
### WESTERN CASUAL



TURTLE NECK + CHINOS



POLO SHIRT



TRACK SUIT



T-SHIRT + DENIM PANT

### EASTERN CASUAL



SHALWAR KAMEEZ + WAIST COAT

### CELEBRITY ENDORSEMENT



AHSAN KHAN



EMAD IRFANI



- www.focusclothing.pk
- f focusofficialpk
- o focus.pk
- in focusclothingpk