



"Crafted with Quality"

ANMI Denim Company Profile

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Basic Company Information

- **Company Name:** ANMI Denim
- **Founded:** November 18, 2024
- **Location:** Addis Ababa, Ethiopia

Company Overview

When you talk about ANMI stories, we need to discuss Ananya and Mikias. Ananya and Mikias were friends and colleagues who worked at a financial institution and developed a friendship that transcended work. One day, while Ananya wanted to buy new jeans for himself, Mikias accompanied him on his search through the Hayahulte markets to find jeans of good quality that they could trust for the brand's originality. However, what they found instead was a platter of cheap, low-quality knockoffs all over the city. In that moment, it clicked: "Why don't we have a brand that was made in Ethiopia for Ethiopians that had a feel of quality and that would last long?" And ANM denim (Ananya and Mikias) was born.

ANMI Denim was founded with the sole intention of producing and distributing high-quality jeans to people everywhere. ANMI Denim was established in late 2024 in Addis Ababa, Ethiopia, with the goal of fusing premium textiles with innovative style. Our goal is to provide each and every customer with outstanding, premium jeans that are comfortable, stylish, and long-lasting. The company's goal is to establish itself as a top apparel brand in Africa and beyond, showcasing African workmanship and inventiveness to a worldwide audience. Core principles like quality, integrity, innovation, customer service, and community act as our compass:

- **Quality:** Upholding the highest standards in materials and craftsmanship to ensure every pair of jeans meets our strict criteria.
- **Integrity:** Conducting business with honesty and transparency, building trust with customers and partners.
- **Innovation:** Continuously seeking new designs and sustainable production techniques to stay ahead in fashion trends.
- **Customer Focus:** Listening to customer needs and tailoring our products for ultimate satisfaction.

- **Community:** Supporting local artisans and contributing to Ethiopian community growth, promoting cultural pride.

Products and Services

ANMI Denim offers a range of premium jeans designed for both comfort and style. Our initial product lineup includes various fits (slim, straight, relaxed) and finishes (dark wash, stonewash, etc.), each crafted with meticulous attention to detail – from precise stitching to reinforced seams. We plan to expand our collection with complementary apparel and accessories that align with our emphasis on craftsmanship and quality.

Brand Promise

Crafted with quality At ANMI Denim, this tagline is more than words – it is a commitment. Every pair of ANMI jeans is crafted with meticulous care and high-quality materials. From the fabric we source to the finishing touches, quality is at the heart of our brand. This promise ensures customers receive durable, stylish jeans that embody ANMI Denim's dedication to excellence and reliability.

Contact Information

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