

ALHUDA  CENTRE  
OF MODEST  
FASHION



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FASHION

## VISION

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Our aim is to globalize the concept of modest fashion beyond the religious misconceptions and to initiate a product line in the respective field.

## MISSION

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Our mission is to create Concept and Spread the Knowledge of Modesty in Fashion by conducting research & development, trainings, capacity building, events, publications and providing consultancy to fashion brands so that we can provoke modesty in the fashion industry and serve Muslims according to the values of Islam.



## INTRODUCTION

Islam allows us to dress and adopt fashion in a way that does not reveal our body and has delivered this concept in a very magnificent manner (modesty). Fashion has always been a keen interest of people as it is an aesthetic representation of time, people and places especially through clothing. Emergence of Islamic values and modesty in fashion is an evolving concept, that has changed over time and is diversely adopted, rejected, altered by or in some cases imposed on different groups of women (and, to a lesser extent, men) in different times and places. The type of clothing always varies person to person as it depends on their comfortability level of one's own-self. It provides confidence to one's self and let them shine in their own way. Modest clothing was used to be considered as a religious norm, but the developing market in the respective field has proved this concept wrong. Muslims from all around the globe invest a huge amount in clothing, and modest fashion being there preference, is becoming a hot topic in the market. The investors are looking forward for more opportunities as it can play a great role in generating the revenues and potentially increasing the GDP shares of Fashion Industry.

Despite all this revolution in the Fashion Industry, the word 'Modest' with fashion is still a questionable thing and makes its marketability doubtful. The modest fashion sector is growing rapidly with 4.8% year on year growth, but there is dire need for modest fashion standards or guidelines to address the challenges e.g. models does not wear appropriate clothing to market a line of hijabs in US etc. Wearing scarfs and hijabs on professional or social media platforms is still discouraging for women. Our purpose is to develop a global network of modest fashion and to educate and train people in this regard so that we can normalize the concept of modest fashion for both men and women.



## MODEST FASHION

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The term "modesty" derives from the Latin word modestus which means "keeping within measure". Standards of modesty are culturally and context dependent and vary widely. In the fashion industry, modest clothing refers to less revealing cloths, which are not sexually appealing or covering the body in a tremendous manner. Abayas, hijabs and scarfs are some typical cloths that are considered under the category of modest along with the veil being the most noticeable one, but several other gown style-clothing can also lie under this class.

The ways in which modest self-presentation is achieved are myriad and so are the reasons that motivate it. For some women, modest dressing is clearly motivated by their understanding of their religion. For others, it provides a way to reinterpret community and ethnic norms in relation to contemporary life. For others, modest dressing is less about faith or spirituality than about pragmatic options for achieving social or geographical mobility, or for responding to changes in their life cycle (such as having children, getting older, going to a new job). Modest dressing can mean different things to different women and can change meanings over the course of their lives.

Modest and Fashion are paradoxical words getting the global intentions from last few years. Although modest fashion - the roller coaster of religious fashion industry, is a few decade old phenomenon but taken the momentum from last couple of years on streets, in media, online or on the catwalk. The concept was started in 1998 by Dana Becker, a converted Muslim from Minnesota, USA, is a good starting point to discuss religion and fashion. Today the modest apparel industry is worth \$283 billion globally. By 2023, it is estimated that the global Islamic clothing market alone will hit \$361 billion.



## OUR SERVICES

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- **Advisory, Research & Development**
- **Consultancy to Fashion Brands**
- **Capacity Building & Trainings**
- **Publication & Events**

## IDEA ORIGINATION

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AlHuda Center of Islamic Banking and Economics and its sister concern organization, Halal Research Council, has been serving the halal market over 15 years and has achieved success in catering the need of Muslim market in an excellent manner. The services provided by both organizations in the field of Islamic Banking and Finance, and Halal Food and Non-food items are globally remarkable. Considering the growth of Muslim Fashion industry, we want to provide our services in the particular field by creating awareness of Modest Fashion among the brands and institutes working in the fashion industry.

