



Modesty

A Fashion Paradox

Hafsa Lodi

Modest fashion is a growing, multi-billion dollar market: What do we mean by modest fashion? What are the politics of covering up (think burkini ban)? Why have major fashion labels and high street brands like Gucci and H&M embraced this sector? Who are the personalities and GenerationM driving this industry? Is there any focus on sustainability in modest fashion? Can covering-up be empowering? And if it covers the skin, but is flamboyant, designed to attract attention, and promoted on social media, can fashion be truly modest?

Features interviews with high profile models, business women and academics, including: Mariah Idrissi, Halima Aden, Melanie Elturk, Dian Pelangi, Faiza Bouguessa

#modestfashion #hijab #feminism #islamaphobia #muslimmillennials
#GenerationM #burkini

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Modest fashion's appearance at high-profile fashion shows, on celebrities and in the headlines of fashion publications and news outlets, has shown that the movement is hugely relevant to consumers. This is particularly true for millennials attracted to the feminist influences behind concealing your body, following faith-based dress codes, or attuned to social media, where more and more modest fashion bloggers are using imagery to inspire their followers. The movement can credit European high fashion houses, like Gucci, for making conservative dresses and layering “in style” and “on trend,” and subsequent Western labels like DKNY, H&M and Mango for dabbling in the realm of modest wear, but it is the newly emerging group of faith-influenced fashion brands who are driving the revolution, along with a new crop of fashion bloggers merging faith with fashion. This book speaks about the forces that have helped shape the industry into a significant retail sector, while also exploring the controversies that lie at the heart of the movement.

Author: Hafsa Lodi is an American journalist who has been covering fashion in the Middle East for the past decade. She moved to the United Arab Emirates at 14. She has a BA in journalism from the Ryerson School of Journalism in Toronto and an MA in Islamic Law from the School of Oriental and African Studies in London. The relationships between religion, culture and modernity have always fascinated Hafsa, who covered topics like honour killings in Canada's South Asian communities, the use of DNA evidence in rape cases in Pakistan and the industrialization of the Holy city of Makkah, before turning to the fashion journalism beat. She writes for *The National* newspaper and fashion magazines, *MojeH* and *Vogue India*.

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