IT ALL BEGAN...

- Rise of Modest Fashion
- Lack of authentic and inclusive representation
- Need to fill that gap
  - Create a magazine

Fig. 1 Global Islamic Economy Report 16-17 (Reuters).
Oriental stereotypes lead people to believe veil is exclusive to a singular region of the world...it’s NOT! (Said, Orientalism).

Veil has existed in many societies for different purposes (Burghartz, “Covered Women? Veiling in Early Modern Europe”).

It is a shifting symbol, change in media in a post 9/11 world (Burridge, “Opening the Problem”).

Muslim bloggers take charge of their identity (Lewis, Muslim Fashion: Contemporary Style Cultures).
The Magazine is Born

MODEST magazine aims to INSPIRE women, embracing and celebrating all types of modest fashion and lifestyles.
● Online Magazine

● Website

(Sternadori & Santos Silva)
MAGAZINE ANATOMY

AUTUMN/WINTER 18 ISSUE

● Exclusives
  ○ Shades of Beauty, Designer Interview

● Style
  ○ Trend Reports, Styling Articles

● Beauty
  ○ Skincare trends, Makeup blogger article

● Lifestyle
  ○ Navigating identities, feminism and fashion, local businesses

“Being British and Muslim”
Sara x Zaynah
Leadership & Social Change

Initiative to create something that didn’t exist

Inventing the wheel

Facing challenges that come with this

Being passionate about your work
LESSONS LEARNED, INSIGHTS GAINED

● Working with others can be challenging and rewarding
● Important to believe in the importance of your work
● Quality over quantity
● Preparation makes all the difference
IMPACT & FUTURE

- Opened a whole new world of discourse
  - Creating bridges for connection
- A safe space for people to express themselves
- Hoping to keep the magazine going...Spring/Summer Issue?
  - Encompass other faiths (Judaism, Christianity, etc.)
Participate by contributing to the magazine

Asking questions on how fashion, identity, and religion can all come together

Be creative, opportunities are as endless as our imaginations


THANK YOU