

MODEST

MODEST Magazine: Muslim Women, Fashion, and the Media

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2017

IT ALL BEGAN...

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



**Modest
Fashion**

\$243 Bn

2015 Muslim
Spend on Apparel
and Footwear

\$368 Bn

7.2% CAGR Growth
(2015-21)

Fig. 1 Global Islamic Economy Report 16-17 ([Reuters](#)).

ACADEMIC BACKBONES

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 (Burrige, “Opening the Problem”).

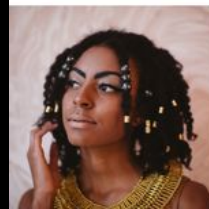
Muslim bloggers take charge of their identity (Lewis, *Muslim Fashion: Contemporary Style Cultures*).

The Magazine is Born

M O D E S T 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



Sarya Malak Logo



Halal and Organic Skincare



*"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.)

LOOKING AHEAD...FUTURE SCHOLARS

- 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

Issue No. 1

MODEST

Shades of
Beauty

AUTUMN/WINTER 2018



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THANK YOU