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Islamizing clothes through art and modesty
Malaysia seeks to become Muslim fashion center



KUALA LUMPUR (Al Arabiya)

Malaysia is working on becoming the center of Islamic fashion in Muslim countries and all over the world under the banner of "Islamizing clothes," according to media reports.

Rosmah Mansor, wife of Malaysian Prime Minister Najib Tun Razak, told the press that she plans on making Malaysia the center of Muslim fashion by hosting fashion shows featuring outfits inspired by Islamic art and values, Kuwait News Agency KUNA reported.

Mansor noted that the Islamic fashion shows held in Malaysia feature top designers from both the Muslim world and the West. State institutions usually organize the shows in hopes of promoting Islamic dress, known for its modesty.

"The clothes displayed are suitable for both Muslims and non-Muslims," she said.

"Most clothes are inspired by Islamic art with a touch of Malaysian art. Malaysia is amongst Muslim countries that are keen on preserving their art and heritage."

The leading lady said she hopes to change stereotype about the way Muslim women dress and prove a woman can be elegant and modest at the same time.

"Islam includes all aspects of life without extremism or harshness. It is a religion for every time and place."

The Ministry of Tourism organized a major Islamic fashion show as part of its 10th annual Malaysia Mega Sale Carnival. The show featured a variety of Islamic clothes with Malaysian, Arabic, and Turkish designs.

The fashion show also included men's clothing featuring Arab and Middle Eastern designs inspired by

Islamic art, ornaments and ceramics. Turbans, Arab head scarves commonly worn in the Gulf region and known as "shemagh" or "ghutrah," and Arabic loose robes were displayed in a modern adaptation suited to everyday life.

Muslim fashion appears to be emerging as a significant sector of the fashion industry, with designers from Paris to Dubai creating everything from haute-couture abayas to trendy hijabs.

(Translated from Arabic by Sonia Farid)