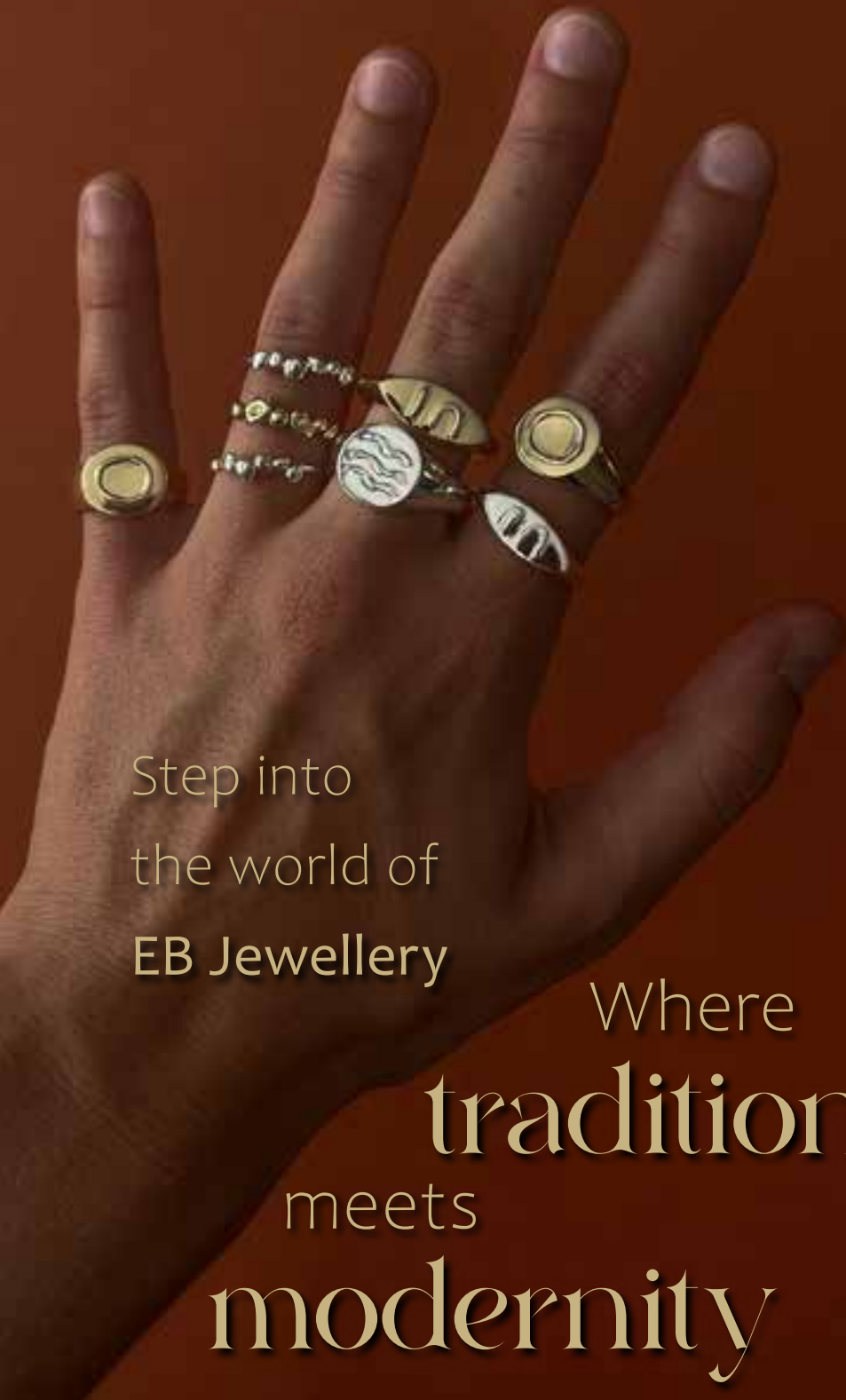


Mixture of gold and silver rings.



Step into
the world of
EB Jewellery

Where
tradition
meets
modernity



Warp earrings.



Aboriginal Symbols rings.



River Drop small earrings.



DROP 2401.

Feature

African fashion



MAGIE
de la MODE

Africaine
(Magic of African fashion)

FIRST NATIONS Fashion

Collection: Lomuyirr – Soar.
Designer/s: Black Cat Couture x
Bula’Bula Arts. Model, Ryan Malibirr.
Image: Bula’Bula Arts.

AUSTRALIAN INDIGENOUS FASHION
Bursting with heart, creativity & fresh energy



Breathtakingly modest fashion

Modest fashion refers to trends where women wear less ‘skin-revealing’ clothes, striking a harmonious balance with one’s spiritual and personal style in alignment with one’s faith, religion, climate or personal preference.

With increasing demand over recent years, the sector is currently valued at \$277 billion with estimates of \$311 billion

this year (*State of the Global Islamic Economy Report 2020–21*). While modest dressing is often connected to the Muslim faith, there are a multitude of reasons why people may choose to cover up.

Sections of foundational religions (Judaism and Christianity) also adhere to modest dress rules, as do some non-religious persons simply preferring to cover up. The emphasis is then on sensible lengths, appropriate necklines, long sleeves and oversized shirts, complemented by ‘killer’ accessories.

With impressive gains to be realized, major players such as Louis Vuitton, Max Mara, and German luxury fashion house MCM are releasing modest seasonal capsules and collections. These fuse their legendary innovations with traditional elements, offering unique looks and unusual new styles to cater to their clientele’s Ramadan and Eid seasons’ stylistic choices, reaping strong followings within the diverse and dynamic Middle East region.

Using platforms such as the Modest Fashion Week shows in London, Istanbul, Dubai, and Riyadh to showcase the latest trends, the rise of the hijabi in fashion is now a prominent feature on the runways.

This progress is largely thanks to pioneers such as Somali-American Halima Aden – the first hijabi *Vogue* cover model – who reached supermodel status before quitting modelling in 2021 to stay true to her religious beliefs. Halima has now returned to the fashion industry with a mission to spark essential conversations around the complexities of modest fashion and the challenges faced by the entire fashion industry, as highlighted in our March 2024 issue.

With its fast-changing fashion landscape, global brands including Prada, YSL, Gucci, Burberry, Tom Ford, Valentino, Charles & Keith, H&M, Rokh, Etro, Maison Margiela, and Miu Miu are all vying for customers like entrepreneur and influencer @fatmaa, creative fashion consultant Hanan Houachmi, and influencer Leena Al Ghouti. Leena, of Palestinian-Canadian heritage, achieves her unique style of modest dressing by adapting mainstream fashion pieces, creatively layering, using oversized silhouettes, neutral tones, and statement accessories.

For these global brands, gaining committed and loyal international customers who draw inspiration from their seasonal offerings and adapt them to their spiritual and personal styles is where the game is at.

Modest style tips:

- Layering is key
- Staples – black/white t-shirts and jeans
- Oversize sweaters/jacket
- Black headscarf
- Abaya/kaftan
- Experiment with print and texture
- Statement pieces – eg. oversized designer bag, sunglasses
- Be culture aware – Ramadan, Eid, Suhoor

Regional Middle Eastern brands such as Honyada, Hilal Oğuzkan, Marmar Halim, Imannoor, Latifi, Anatomi, 1309 Studios, Nafsika Skourti, Karmalulu, Kamushki – and



PHOTOS

Opposite page: Martha showing her artwork 'Skin', 2023, which was chosen to be featured in the exhibition 'Undergrowth', 2024 (medium: photography printed on skin).

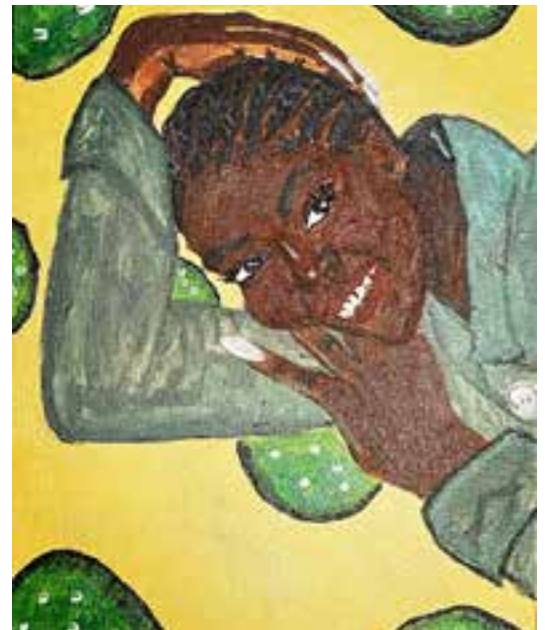
Above: Martha Bizimana's (FECCA Bi-Annual Conference) winning poster.

Right (top): Martha Bizimana's solo exhibition at House of Conspiracy, 2022.

Right (immediate): Martha's dad, Daniel, and mum, Odette at her solo exhibition.


Far right: Martha's 'My sister', Elizabeth.

Photo credits: Opposite page, taken by Martha's classmate. This page, photos by Joseph Lynch.



Living Colour Magazine, Issue 001, Sept 2023.

Scan the QR code to learn more about Martha Bizimana's work and creative journey at QAGOMA's Creative Generation.



About African wax print

Inspiration abounds from the African wax print fabric known by various names such as batik, ankara, kanga, chitenge, kitenge, African wax print, wax Hollandais, Dutch wax print, or by specific brands including Vlisco, Akosombo Textiles Limited (ATL), Ghana Textiles Print (GTP), or Printex. The 100% cotton fabric is highly popular in African countries including Ghana, Nigeria, Senegal, Gambia, Kenya, and Tanzania. Introduced to West and Central Africans by Dutch merchants in the 19th century – who drew inspiration from native Indonesian techniques such as Akwete cloth designs and batik-inspired printing – the fabric became a powerful tool for self-expression and cultural pride, representing the rich heritage and diverse narratives of African communities. ■