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A Series of Insights on Halal Business and Lifestyle

An Insight into Halal Business and Lifestyle

The halal economy is a trillion-dollar industry. The growth of the halal economy and the spread of halal activities and lifestyle have created a high demand for halal professionals and talent

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Author's Biography

Nurul Auni Mohd Noor completed her Bachelor of Science (Hons.) in Food Biotechnology from Universiti Sains Islam Malaysia (USIM) in 2020. Her final year project was dedicated to evalu-



ating the physicochemical properties and consumer acceptance of fruit-based 'Serunding', derived from winter melon. Throughout her undergraduate journey, Nurul Auni actively

pursued additional certifications, including Halal Assurance for Food Science and the System (HAS), Good Manufacturing Practise (GMP), and HACCP, augmenting her knowledge and skills in the field.

Training (INHART), IUM. Her current work focus on an intervention study in developing health bar to enhance cognitive performance and conducting health assessments among B40 children and adolescents. She

has presented her research findings at a reputable conference as well as published a review paper. Nurul Auni is anticipated to complete her Master's programme and graduate in 2024.

Samshul Amry Abdul Latif is currently attached with the Department of Tourism, Kulliyah of Languages and Management, International Islamic University Malaysia (IIUM) in Pagoh campus since 2017. He graduated from the University of Otago, New Zealand in 1999. He started



his career by joining a private limited company in Kuala Lumpur. His work at that period of time involved mainly on sales and marketing of consumer goods. After several years, he joined Perbadanan Nasional Berhad under the Special Programmes Department. He was

then appointed as a vice president of a private limited company handling investments of land and gas facility. He then moved to work on a family agriculture project in Kedah involving cash crops and fruits. Working in Kedah, he pursued his Master's degree and graduated in 2012. He decided to pursue

his doctorate in 2012 and was appointed as a research assistant to his Ph.D Supervisor. His articles were accepted in several international conferences including Malaysian Social Science Association Conference and Australia New Zealand International Business Association Conference held in Melbourne, Australia.

His research articles were also published in several renowned Scopus-indexed international journals including Journal of Islamic Marketing and Asia Pacific Journal of Marketing and Logistics among others. He actively reviews journal articles from Journal of Islamic Marketing, Emerald Emerging Case Studies, The CASE Journal among many others. His areas of interests include tourism marketing, tourism management, consumer boycott, consumer racism, consumer ethnocentrism, consumer animosity, ethnic marketing, tourist behavior and tourism boycott.

Wan Syibrah Hanisah Wan Sulaiman is an academic staff member at the International Institute for Halal Research and Training (INHART). She holds a bache-



lor's degree in Landscape Architecture from the International Islamic University Malaysia, a Master's degree in Environmental Management and Sustain-

ability from the University of South Australia, and a Ph.D in Architecture at Kulliyah of Halal Industry from the International Islamic University Malaysia. Prior to joining INHART, she worked as research officer at the Department of Landscape Architecture and Environmental Design, IIUM. Her research areas encompass a range of topics including Environmen-

tal Science, Environment Management, Bioremediation, Halal Management, Halalpreneurs, Halal Ecosystem, Islamic Ethics, Halal Education and Halal Food. She also actively involved

in IIUM Flagship Project such as Shariah Compliant Matrix for Humanizing Productivity and dynamically discovering the new interest in sustainability in halal ecosystem.

Yuhanis Mhd Bakri has a Bachelor of Science in Chemistry (Hons) from Universiti Teknologi Malaysia (2007) and Ph.D in Chemistry (2015) from The University of Newcastle,



Australia. She is currently a senior lecturer at Department of Chemistry, Faculty of Science and Mathematics, Universiti Pendidikan Sultan Idris (UPSI) as well as holding administration

post as Coordinator of Teaching and Learning Innovation in school programs and "Meet the Expert" sharing sessions at Pet-velopment, UPSI. Yuhanis has organized, partake, exhibits and contributed to various science programmes including Lindau and STEM programmes. She also

serves as a speaker for several international scientific academic programmes including Lindau Nobel Laureate meeting in Ger-

many in 2006, JENESYS Malaysia 4th Batch- (Social) Government/Researcher Exchange in Japan, 2018 and academic attachment at Nottingham Trent University, England in 2023. She has contributed as Head of Internal Auditor

Yumi Zuhanis Has-Yun Hashim has a Bachelor in Biomedical Science (Hons.) from Universiti Kebangsaan Malaysia (1999), a M. Eng. in Bioprocess from Universiti Teknologi Malaysia (2002) and a PhD in Nutrition and Can-



cer from the University of Ulster, United Kingdom (2007). She was attached to the Institute of Food and Health, University College Dublin as a postdoctoral researcher from 2007-2009. She is currently a Professor at

the International Institute for Halal Research and Training (INHART), IIUM of which she was co-founding member. She has more than 20 years teaching and research experience in various scopes ranging from mammalian cell culture to natural products

halal consumerism and halal (meat, fishery and poultry production), IIUM served as an expert panel for the development of Malaysian Qualification Agency Program Standard for Halal Studies. She is also involved as an expert panel in various halal-related ac-

ademic programme accreditation and curriculum review, and as a consultant to JAKIM funded project to study the demand for international halal talents. She has published many scientific works with particular interest in agarwood, and more recently in halal related areas. Her current work focuses on how natural products, traditional medicine, halal living, and the intersections of these elements can contribute to the promotion and maintenance of holistic health and well-being; of the people and environment.

The rise of modest fashion: Exploring the influencer's role

BY **BAIDURI ZAIYYANNA MOHD FARUDZ** AND **ANIS NAJIHA AHMAD**

International Institute of Halal Research and Training (INHART)
International Islamic University Malaysia

AND **SAMSHUL AMRY ABDUL LATIF**

Department of Tourism
Kulliyah of Languages and Management
International Islamic University Malaysia

THE act of aurah covering, which is seen as a symbol of faith, humility, and respect, finds its embodiment in various clothing styles and practices referred to as Islamic fashion, modest fashion, and halal fashion. Modest fashion typically refers to clothing that covers a woman's body in a conservative way, with long sleeves, high necklines, ankle-length hems, and loose-fitting garments. Head coverings are often worn, and there are a variety of ways to style them. Modest dressers may opt for pants paired with a long-sleeved blouse that covers the buttocks and has a high neckline, along with head covering. In the context of non-Muslims, modest fashion is often understood as wearing clothing that provides ample coverage and is not revealing, such as loose and opaque attire, typically excluding a head

WHY WOMEN CHOOSE TO DRESS MODESTLY?

The decision to dress modestly can have various meanings for different women. For Muslims, religious beliefs are the main driver of their choice to dress modestly. Allah mentioned in the Quran:

"O Children of Adam, We have bestowed upon you clothing to conceal your private parts and as adornment. But the clothing of righteousness – that is the best. That is from the signs of Allah that perhaps they will remember." [Q. Al – A'raf, 7:26]

This verse from the Quran emphasizes the significance of clothing as a means of both modesty and righteousness. While modesty can hold spiritual or cultural significance for some, it may also serve as a pragmatic tool for others, which may evolve over time [1]. Some women may choose modest clothing as a practical solution for navigating different stages of life, such as starting a new job, raising children, or growing older.

DEMAND FOR MODEST FASHION INDUSTRY

In today's global fashion landscape, there is a growing demand for clothing that caters to women who value aurah covering. Many designers and retailers are responding with stylish and innovative options that meet

THE RISE OF MODEST FASHION



WHAT IS MODEST FASHION?

- Clothing that covers a woman's body in a conservative way
- Long sleeves, high necklines, ankle-length hems
- Loose-fitting garments
- Head coverings are often worn with a variety of ways to style them.



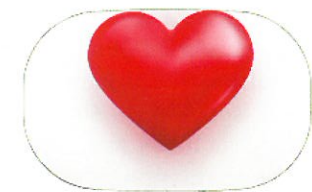
WHY WOMEN CHOOSE TO DRESS MODESTLY?

- Religious beliefs
- Navigating different stages of life
- Starting a new job
- Raising children
- Growing older



FASHION INFLUENCERS

- Celebrities,
- Models
- Bloggers
- Ordinary people
- Passion for fashion



CONSIDER INFLUENCERS THAT..

- Reflect Islamic values of modesty, decency, and respect
- Understand modest fashion trends, styling tips, and outfit ideas
- Promote body positivity, self-confidence, and empowerment in a supportive community
- Share authentic and credible content

market. Muslim's expenditure on clothing and accessories rose by 5.7 per cent in 2021, from US\$279 billion to US\$295 billion, and it is expected to grow by six per cent in 2022, reaching US\$313 billion. This trend is projected to continue over the next four years, with the spending amount reaching US\$375 billion in 2025, indicating a compound annual growth rate (CAGR) of 6.1 per cent. This trend has attracted the attention of fashion labels, many of whom are eager to tap into this largely untapped billion-dollar market.

The industry's growth can be attributed to several factors, including the increasing global Muslim population and the emergence of Muslim women fashion bloggers on social media, or fashion influencer. Fashion influencers are individuals who have gained a significant following on social media platforms such as Instagram, TikTok, and YouTube due to their fashion-related content. They typically share their personal style, fashion tips, product recommendations, and other fashion-related content with their followers, and their opinions and endorsements can have a significant impact on consumer behaviour [3]. Internationally, there are several prominent figures in the modest fashion space, including Halima Aden, Leena Snoubar, Imane Asry, and Baara Boolat, who are representing the industry in their unique ways. Similarly, in Malaysia, there are notable Muslim women influencers, content creators, and entrepreneurs, such as Neelofa, Vivy Yusof, and Fazrena Aziz, who are promoting the intersection of faith, modesty, and fashion through their own clothing brands, thus contributing to the growth of the industry.

THE ROLES OF FASHION INFLUENCERS

Fashion influencers can be celebrities, models, or ordinary people with

has become a major force in the fashion industry in recent years. Many fashion brands collaborate with influencers to promote their products and reach a wider audience, and some influencers have even launched their own fashion lines or become brand ambassadors. Mohd Zain in the article 'A study of The Influence of Muslim Fashion Bloggers on Young Muslim Females' Fashion and Life in Malaysia' defined the fashion bloggers as an opinion leader for the fashion consumers [3]. Opinion leaders hold a significant amount of influence among members of the word-of-mouth (WOM) community and are highly respected by others. They are knowledgeable in their areas of expertise, and people often turn to them for information, advice, and verification regarding products or brands. This is due to the perception that the information they provide is reliable and authentic.

THE IMPACT OF MODEST FASHION INFLUENCERS

The impact of modest fashion influencers on consumer behaviour is a topic of growing interest in the fashion industry. The transformative power of modest fashion influencers can be seen in the way they challenge traditional notions of beauty and inspire women to embrace a more modest style. By promoting a more conservative approach to fashion, modest fashion influencers are helping to redefine what it means to be fashionable in the 21st century. The influence of modest fashion bloggers and social media stars is not limited to the fashion world, as their messages of self-expression and body positivity have resonated with audiences across the globe. From encouraging sustainable fashion practices to empowering women to take control of their own fashion choices, the effects of modest fashion influencers are far-reaching and multifaceted. Given the

influencers have a responsibility to promote and showcase modest fashion choices that align with Islamic principles.

CHOOSING TO FOLLOW THE RIGHT FASHION INFLUENCER

In today's digital era, where social media has become an integral part of lives, it is crucial for individuals to be discerning in selecting which influencers to follow. This is because some influencers unfortunately, fail to embody the ethical standards of being a true influencer. When selecting a fashion influencer to follow, maybe it is best to consider:

1. Influencers who embody Islamic values of modesty, decency and respect
2. Knowledgeable influencers with a strong understanding of modest fashion trends, styling tips, and outfit ideas
3. Influencers who promote body positivity, self-confidence, and empowerment, while fostering a supportive community
4. Influencers who demonstrate authenticity and credibility in their content sharing

Following the right fashion influencers helps individual Muslims stay true to their modesty values while navigating the fashion world.

CONCLUSION

In conclusion, the burgeoning trend of modest fashion has generated a demand for clothing that caters to women who prioritize aiah covering, while fashion influencers have emerged as a formidable

force in promoting and shaping this trend. While modesty may hold spiritual or cultural significance for some, for others it may also serve as a practical tool. The rise of fashion influencers mean it is vital for consumers to exercise prudence while selecting influencers to follow, ensuring that their personal values and beliefs are well-aligned. The ascent of modest fashion and its impact on the fashion industry bears witness to the growing diversity, inclusivity, and respect that are increasingly being reflected in the fashion world.

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