



Cultural Assimilation in the Shifting Trends of Muslim Fashion in Southern Europe

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ABSTRACT

The increasing migration of Muslim communities to Europe has significantly influenced fashion trends in the region. One of the most notable changes is the growing demand for Muslim fashion that aligns with modest fashion values. This phenomenon underscores the process of cultural assimilation within the fashion industry, wherein designers and major brands integrate elements of Muslim fashion into their collections. The adoption of modest fashion by global fashion houses not only reflects shifting consumer preferences but also demonstrates the interplay between cultural identity and commercial strategies. This qualitative study adopts a literature review and data analysis approach to examine the consumption and production of Muslim fashion in Southern Europe. The research aims to analyze the extent to which cultural assimilation influences fashion trends, the motivations of fashion brands in incorporating modest fashion, and the socio-economic implications that emerge from this phenomenon. Furthermore, this study seeks to explore the ethical and sustainability concerns surrounding the mass production of modest fashion and its impact on the labor market. A comprehensive understanding of these dynamics is imperative for stakeholders in the fashion industry to develop products that align with evolving consumer preferences while upholding ethical considerations and sustainability principles. By critically assessing the cultural and economic implications of this trend, this study contributes to a broader discourse on globalization, identity, and inclusivity within the fashion industry.

INTRODUCTION

In recent years, the landscape of European fashion has undergone a notable transformation, driven in part by the demographic shifts resulting from increased migration. Southern Europe, in particular, has emerged as a dynamic site of cultural convergence, where traditional European aesthetics are increasingly intersecting with the sartorial expressions of Muslim communities. The arrival and settlement of Muslim migrants, combined with the rising visibility of Muslim identities in public life, have significantly influenced consumer demand and fashion design (Lewis, 2020). This confluence has catalysed a broader movement towards modest fashion, a style that emphasizes coverage, elegance, and religious expression without compromising modern aesthetics.

Muslim fashion, often referred to as “modest fashion,” has evolved beyond religious necessity into a global style phenomenon. Major cities in Southern Europe, such as Milan, Barcelona, and Athens, have become central nodes in the production and consumption of modest fashion. These urban centres not only serve as points of cultural exchange but also as markets where global fashion trends are reshaped through local and diasporic lenses (Tarlo & Moors, 2020). The rise of social media influencers and Muslim fashion entrepreneurs has further accelerated this process, fostering transnational networks that blur the lines between East and West, tradition and modernity.

The fashion industry, known for its responsiveness to social and cultural currents, has begun to integrate elements of Muslim fashion into mainstream collections actively. Brands such as Dolce & Gabbana and Zara have released capsule collections that include hijabs, abayas, and other garments that align with Islamic principles of modesty (Jafari & Sandikci, 2019). These commercial strategies are not merely a reflection of aesthetic interest but also a recognition of the growing purchasing power of Muslim consumers. The global Muslim fashion market was valued at over \$277 billion in 2019, a figure projected to grow substantially in the coming years (DinarStandard, 2020).

Cultural assimilation, in this context, operates bidirectionally. While Muslim communities adopt and adapt European fashion norms, European fashion houses simultaneously absorb and reinterpret Muslim styles. This interplay reveals complex negotiations of identity, belonging, and visibility. It also challenges the binary assumptions of secularism and religiosity in the public sphere. As Modest fashion becomes normalized within mainstream fashion circuits, it fosters a space for cultural hybridity that is at once inclusive and contested (Göl, 2019).

Southern Europe provides a particularly rich case study due to its historical and geopolitical position as a bridge between Europe and the Islamic world. Countries such as Italy, Spain, and Greece have long histories of interaction with Muslim cultures, from the Andalusian period in Spain to the Ottoman presence in the Balkans. Contemporary migration patterns have revived and recontextualized these historical ties, bringing new cultural and religious dynamics into national narratives and public discourse (Cesari, 2019).

As such, the integration of Muslim fashion in these regions is not occurring in a vacuum but within deeply embedded socio-historical frameworks.

At the same time, the commodification of modest fashion raises ethical and economic concerns. The mass production of Muslim garments often takes place in exploitative labor conditions, particularly in the Global South. This contradiction between ethical consumption and capitalist production models presents a dilemma for both consumers and producers. Brands face increasing scrutiny regarding sustainability and labor practices, prompting calls for transparency and accountability in the fashion supply chain (Clark & Holt, 2020). In Southern Europe, where fashion manufacturing remains a significant industry, these concerns are particularly pressing.

Moreover, the adoption of modest fashion by global brands may lead to the dilution or misrepresentation of Muslim cultural values. When modest fashion is stripped of its religious or ideological significance and presented solely as a trend, it risks becoming another example of cultural appropriation. These dynamics underscore the importance of inclusivity not only in design but also in decision-making processes within the industry. Empowering Muslim designers and voices within fashion institutions is essential to ensure authenticity and respect (Lewis, 2020).

Ultimately, the intersection of migration, identity, and commerce in Southern Europe's fashion industry invites a broader reflection on globalization and cultural exchange. Muslim fashion serves as a lens through which to examine how marginalized identities navigate visibility, autonomy, and expression within dominant cultural frameworks. This study thus seeks to contribute to a deeper understanding of the socio-economic and ethical implications of Muslim fashion trends, providing insights for scholars, designers, and policymakers alike.

LITERATURE REVIEW

Modest Fashion as a Form of Identity and Empowerment

Modest fashion plays an essential role in Muslim women's self-expression and empowerment. It provides a space where women can embrace their faith while engaging in global fashion trends. This process enables them to negotiate their place in society by balancing religious obligations and modernity. According to Zine (2020), modest fashion allows Muslim women to assert their agency and reclaim narratives about their identities that were once defined by external, often stereotypical, perceptions. Through modest dress, women can express their faith and personal style, thus reframing what it means to be both fashionable and devout in a secular world.

For Muslim women in Europe, especially those in Southern Europe, modest fashion has become an avenue for resistance against Western norms that tend to privilege exposure and individualism over modesty and collective identity. The act of wearing modest clothing in these contexts becomes a statement of empowerment, symbolizing both cultural preservation and the rejection of societal expectations (Amin, 2019). By embracing modest fashion,

women can challenge the commodification of their bodies and push back against the often-sexualized portrayal of women in mainstream media.

Furthermore, the role of modest fashion as an empowering tool is also seen in the entrepreneurial spirit of Muslim women who have founded brands specifically catering to modest wear. These initiatives not only provide women with the means to dress according to their values but also empower them economically. As noted by Sadiqi and Ennaji (2021), the rise of Muslim-owned fashion brands has led to the creation of a supportive ecosystem where modest fashion is both a cultural expression and a lucrative industry.

Global Fashion Industry and Commercialization of Modesty

The global fashion industry's increasing focus on modest fashion is both a response to market demands and a commercial opportunity. The burgeoning Muslim middle class, with significant purchasing power, has become an attractive demographic for brands. Major fashion houses have expanded their offerings to include modest wear, from traditional hijabs to full-body coverings. However, as described by Asad (2020), the commercialization of modest fashion brings forth concerns about its ethical implications. When modesty is commodified, there is a risk that its cultural and spiritual significance could be overshadowed by profit motives.

The influx of mainstream fashion brands into the modest fashion market raises questions about authenticity and representation. The modest fashion industry, often seen as a niche, is rapidly evolving into a lucrative market, yet many brands entering this space fail to engage with Muslim communities directly. This disconnect between the target audience and the brands often leads to the dilution of modest fashion's core values (Hassoun, 2021). While modest fashion offers a space for Muslim women to dress in alignment with their faith, the risk of cultural appropriation looms, particularly when non-Muslim designers attempt to create "modest" lines without considering the socio-religious context behind them.

Despite these challenges, the commercialization of modest fashion can also foster greater awareness of diverse cultural norms in the global fashion industry. Brands that engage with this market thoughtfully can create more inclusive collections that highlight diverse representations of modesty. For instance, Sadiqi and Ennaji (2021) suggest that modest fashion has the potential to encourage a more diverse and ethical approach to global fashion by prioritizing inclusivity and cultural sensitivity.

The Role of Muslim Influencers and Digital Platforms

In recent years, Muslim fashion influencers have played a crucial role in reshaping the global perception of modest fashion. Through digital platforms such as Instagram, YouTube, and TikTok, these influencers have created a space where Muslim women can share their fashion choices, experiences, and narratives, giving rise to a new form of cultural visibility. As noted by Sadiqi and Ennaji (2021), these influencers not only shape fashion trends but also contribute to the broader conversation about faith, identity, and empowerment in the context of secular societies. They serve as role models for young Muslim women, offering a sense of belonging and representation in mainstream media.

The digitalization of modest fashion has transformed how trends spread, making it possible for individuals to influence the fashion industry without relying on traditional media channels. According to Hafeez (2020), influencers like Mariam Mohammed and Amena Khan have built massive followings by sharing their personal interpretations of modest fashion, combining style with Islamic values. This democratization of fashion allows for greater diversity in representation, allowing Muslim women to redefine what it means to be fashionable within their cultural and religious contexts.

Moreover, digital platforms facilitate a global exchange of ideas and trends, enabling Muslim fashion to transcend geographical boundaries. These platforms enable Muslim women to showcase their unique interpretations of modesty, while also challenging the idea of a singular, "correct" way to dress modestly. As Zine (2020) suggests, social media allows for a multiplicity of voices and styles, creating a richer and more inclusive modest fashion ecosystem that responds to the diverse needs of Muslim women worldwide.

Cultural Hybridization and Identity Negotiation in Southern Europe

Southern Europe, particularly countries like Spain, Italy, and France, has long been a site of cultural hybridization, especially with the growing Muslim migrant populations. In these contexts, modest fashion plays a key role in negotiating the identities of Muslim women, particularly those who straddle multiple cultural worlds. According to Göl (2020), the blending of Islamic dress codes with local European styles has led to the emergence of hybrid fashion identities. For instance, Muslim women in Southern Europe often incorporate elements of Mediterranean fashion, such as vibrant prints or tailored cuts, into their modest attire, creating a unique fusion of Islamic modesty and regional fashion aesthetics.

The negotiation of identity through fashion is a complex process, especially in Southern European countries where secularism is strongly emphasized. In such settings, Muslim women often experience pressures to assimilate into the dominant cultural norms while maintaining their religious identity. As Cesari (2019) explains, this cultural negotiation is not only about fashion choices but also about asserting one's right to exist in public spaces without compromising personal beliefs. Fashion thus becomes a tool for both cultural expression and resistance to assimilationist pressures.

Furthermore, hybridization in fashion is not merely about combining different aesthetics; it also reflects deeper socio-political dynamics. The styles adopted by Muslim women in Southern Europe often reflect a desire for both cultural integration and the preservation of religious identity. This phenomenon is particularly evident among second-generation Muslims, who navigate complex identity landscapes that blend the traditions of their families with the demands of the societies they live in (Göl, 2020).

Representation and Visibility of Muslim Women

Representation is crucial in fashion, as it directly influences how individuals and communities are perceived in society. For Muslim women, increased visibility in fashion is a step toward challenging stereotypes and gaining cultural recognition. However, as Sadiqi and Ennaji (2021) argue,

visibility alone is not enough. True representation requires authentic participation in the fashion industry, from the design process to marketing. It is essential that Muslim women are not merely included as a marketing tool but are genuinely involved in shaping the narratives and aesthetics associated with modest fashion.

While Muslim women are increasingly featured in fashion campaigns, there is still a risk of tokenism—where their presence is symbolic rather than substantive. As Hafeez (2020) notes, Muslim women in the fashion industry often face the challenge of balancing cultural expectations with professional demands. Their representation can be limited to specific stereotypes, and their contributions to the industry can be overlooked. To counter this, it is essential to ensure that Muslim women are included in leadership roles within fashion brands and are given the space to express their true cultural and religious values. Moreover, representation also means expanding the concept of modesty to include diverse body types, ages, and backgrounds. The visibility of diverse Muslim women in the fashion industry challenges the homogeneous standards of beauty that have long dominated mainstream fashion. By embracing a broader spectrum of modest fashion, the industry can reflect the true diversity of Muslim communities and foster a more inclusive understanding of beauty (Zine, 2020).

Ethical and Sustainability Challenges in Modest Fashion

The modest fashion industry, like the broader fashion industry, faces significant ethical and sustainability challenges. The mass production of modest wear often involves exploitative labor practices and environmental degradation, issues that run counter to the Islamic principles of justice and stewardship of the Earth. As discussed by Amin (2019), many modest fashion brands, especially those associated with fast fashion, prioritize profit over ethical considerations. This raises questions about the true cost of modest fashion and whether it aligns with the values that many Muslim consumers uphold. Sustainable and ethical practices are gaining traction among Muslim consumers, who are increasingly demanding transparency and responsibility from brands. The call for eco-friendly and ethically sourced materials is a reflection of the growing awareness of the environmental and social impacts of fashion production. According to Sadiqi and Ennaji (2021), there is a burgeoning demand for brands that prioritize fair labor practices, sustainable sourcing, and minimal environmental impact. This demand for ethical fashion is part of a broader movement within the Muslim community to align consumption with religious and ethical values.

However, the transition to sustainable modest fashion is fraught with challenges. The higher costs associated with ethical production often limit the accessibility of such items to a smaller segment of the market. As Göl (2020) points out, while Muslim consumers are increasingly seeking ethical alternatives, the modest fashion market is still dominated by mass-produced, low-cost items that are not aligned with sustainability principles. Therefore, the future of modest fashion hinges on finding ways to reconcile affordability with ethical production practices.

Theoretical Framework

The concept of modest fashion in Southern Europe, particularly among Muslim women, functions as a dynamic intersection of religious identity, cultural negotiation, and global fashion trends. Modest fashion provides a space for Muslim women to assert their identity and empowerment in a world often dominated by secular and individualistic values. Zine (2020) explains that modest fashion serves as a tool for Muslim women to challenge stereotypical representations and reclaim control over how their identities are portrayed in both public and private spaces. This framework views modest fashion as an act of resistance against the commodification of women's bodies and a method of self-empowerment.

In the global context, the commercialization of modest fashion has transformed it from a cultural practice into a profitable industry. The growing purchasing power of Muslim consumers has made modest fashion increasingly attractive to global fashion brands, leading to the mass production of modest wear (Asad, 2020). However, the commercialization of modest fashion often raises questions about authenticity and cultural sensitivity. As noted by Hassoun (2021), many brands entering the modest fashion market fail to engage directly with the Muslim community, leading to a dilution of the authentic cultural and religious values that modest fashion represents. This commercialization, while potentially fostering inclusivity, can risk reducing modest fashion to a trend, stripping it of its deeper spiritual and cultural significance.

The role of digital platforms and influencers in shaping the global perception of modest fashion cannot be overlooked. Muslim influencers on platforms like Instagram, YouTube, and TikTok have reshaped how modest fashion is consumed and presented. These digital platforms offer Muslim women the opportunity to present diverse interpretations of modesty, allowing for a more inclusive representation of fashion that accommodates various cultural and personal beliefs (Hafeez, 2020). According to Sadiqi and Ennaji (2021), these influencers have not only become style icons but also active participants in the dialogue around faith, identity, and empowerment, helping to redefine what it means to be fashionable within religious and cultural contexts.

Cultural hybridization plays a crucial role in how Muslim women in Southern Europe negotiate their identities through fashion. The fusion of Islamic dress codes with local European styles has led to the emergence of unique hybrid identities (Göl, 2020). This hybridization is particularly evident in Southern European countries like Spain, Italy, and France, where Muslim women blend traditional modest clothing with Mediterranean or European fashion elements. This negotiation of identity is further complicated by the secular nature of these societies, which often place pressure on Muslim women to assimilate while preserving their cultural and religious practices. Cesari (2019) argues that fashion becomes a tool for asserting one's right to exist in public spaces without compromising on personal beliefs.

Representation of Muslim women in fashion has been an essential step in challenging stereotypes and increasing cultural visibility. However, true representation extends beyond tokenism and requires Muslim women's active involvement in the fashion industry, from design to marketing (Sadiqi & Ennaji, 2021). Hafeez (2020) notes that the inclusion of Muslim women in mainstream campaigns is important, but it must go beyond surface-level representation to encompass meaningful contributions from Muslim women in leadership roles within the fashion industry. This expanded representation is also crucial in redefining beauty standards and fostering a more inclusive understanding of modest fashion that reflects the diversity of Muslim women across age, body type, and cultural background.

METHODOLOGY

This research employs a qualitative approach to explore the trends and cultural dynamics of modest fashion in Southern Europe, focusing on the intersection of faith, identity, and fashion. According to Creswell (2019), qualitative research is suitable for understanding the complexities of social phenomena by exploring how individuals perceive and make sense of their experiences. This approach enables a deeper exploration of how Muslim women in Southern Europe engage with modest fashion as a means of self-expression and identity negotiation in a context where secular and cultural influences often intersect. The study will rely on semi-structured interviews, participant observation, and content analysis of fashion media and influencer platforms to gather rich, contextual data.

In conducting qualitative research, the design is often flexible and adaptive to the unfolding nature of the phenomenon being studied. Creswell (2019) emphasizes the importance of designing research that is responsive to participants' narratives, allowing the researcher to adapt as new insights emerge. This flexibility is essential in studying modest fashion, as it is a rapidly evolving and culturally diverse field. The semi-structured interviews will allow for in-depth conversations with Muslim women who participate in or influence the modest fashion industry. The interviews will be guided by open-ended questions that encourage participants to reflect on their motivations, experiences, and the ways in which modest fashion impacts their personal and public lives.

Sugiyono (2020) underscores the importance of purposive sampling in qualitative research, where participants are selected based on their knowledge and experience with the subject matter. In this study, the sampling will focus on Muslim women in Southern Europe who are either engaged in modest fashion as consumers or creators (e.g., influencers, designers, or business owners). This targeted approach ensures that the research findings reflect the perspectives of those most closely involved in the phenomenon of modest fashion. Data collection will also include an analysis of social media platforms where influencers and fashion brands promote modest fashion, offering a broad view of how modest fashion is portrayed and received in the public sphere.

After that, the study aims to contribute to a better understanding of the complexities surrounding modest fashion and its cultural significance in Southern Europe. As Creswell (2019) notes, qualitative research not only seeks to understand individual experiences but also aims to contribute to the broader theoretical frameworks within the field of cultural studies and fashion. By exploring the intersection of modest fashion, cultural identity, and global trends, this research will provide valuable insights into how Muslim women negotiate their faith and identity in a multicultural European context.

RESULT AND DISCUSSION

The results of this study reveal the complex interplay between cultural identity, commercial interests, and the rise of modest fashion in Southern Europe. As Muslim populations in countries like Spain, Italy, and France continue to grow, the demand for modest fashion has evolved from a niche market to a mainstream industry. This shift has been facilitated by the increasing visibility of Muslim women in digital spaces and the adoption of modest fashion by major global brands. However, the commercialization of modest fashion also raises critical questions regarding authenticity, cultural appropriation, and the preservation of modesty as a central tenet of Islamic values.

The study also explores how cultural hybridity has influenced modest fashion in Southern Europe, with many Muslim women integrating elements of local European styles into their modest wear. This blending of cultural influences allows for greater flexibility in fashion choices while maintaining religious principles of modesty. As noted by Göl (2020), this hybridization reflects a process of negotiation, where Muslim women navigate the demands of their faith alongside the social expectations of their European environment. The resulting styles not only reflect personal identity but also contribute to a broader conversation on cultural integration and resistance to assimilation.

Furthermore, the role of Muslim influencers and digital platforms in shaping modest fashion trends has proven pivotal. As Zine (2020) highlights, platforms like Instagram and YouTube have become spaces for Muslim women to challenge stereotypes and reframe narratives about modesty. These influencers, through their engagement with global audiences, have provided visibility and voice to modest fashion, encouraging inclusivity and diversity within the fashion industry. However, the intersection of digital media and commercial interests presents challenges, as the commodification of modest fashion risks overshadowing its deeper cultural and spiritual meanings. These dynamics underscore the need for more thoughtful engagement from both consumers and brands in promoting authentic representations of modest fashion.

The growing trend of Islamic fashion in Southern Europe highlights the significant shift in both the consumption and production of modest clothing. As Muslim populations increase in countries like Spain, Italy, and France, there is a growing demand for fashion that aligns with Islamic principles of modesty. This demand has prompted global fashion houses to integrate modest fashion

into their collections, reflecting both shifting consumer preferences and the cultural integration within the fashion industry. As noted by Mahir Pradana et al. (2023), the growing influence of Islamic fashion is not only driven by faith but also by a cultural shift towards inclusivity and diversity in fashion. Major brands are increasingly incorporating elements of Muslim fashion, such as hijabs and loose-fitting garments, to cater to this market, demonstrating the interplay between cultural identity and commercial strategies.

The rise of social media and influencers has played a crucial role in shaping Muslim fashion trends, especially in Southern Europe. Platforms like Instagram and YouTube have provided a space for Muslim women to express their fashion choices, often combining traditional modest wear with modern European styles. As Karakavak and Özbölük (2023) argue, the role of influencers in the modest fashion industry is transformative, as they not only set fashion trends but also reshape the meaning of modesty, particularly in the context of Western societies. The blending of European and Islamic styles in modest fashion highlights a process of cultural hybridity, as Muslim women in Southern Europe integrate local cultural elements with their religious dress codes. This fusion creates a unique fashion identity that is both a personal expression and a form of cultural resistance against assimilation pressures.

However, the commercialization of modest fashion raises important ethical concerns, particularly regarding sustainability and labour practices. The mass production of modest clothing often involves the exploitation of low-wage labour in countries with less stringent labour laws, as highlighted by Lew et al. (2022). This issue is further complicated by the growing popularity of fast fashion, which prioritizes low costs over ethical considerations. The increasing demand for modest fashion could lead to a rise in mass production, which undermines the principles of sustainability that many Muslim consumers value. As Viviyanti and Pratama (2023) suggest, the growing popularity of the halal fashion industry, particularly in Muslim-majority countries, emphasizes the importance of aligning modest fashion with ethical and sustainable production practices. This presents a challenge for the fashion industry, which must reconcile the demand for affordable modest clothing with the need to uphold ethical standards.

Additionally, the socio-economic implications of the modest fashion trend cannot be ignored. The rise of modest fashion has led to the emergence of new market opportunities, particularly for Muslim entrepreneurs who have launched their own fashion brands. These entrepreneurs not only cater to the growing demand for modest clothing but also empower Muslim women by providing products that align with their cultural and religious values. As Pradana et al. (2023) note, the rise of Islamic fashion brands has contributed to the economic empowerment of Muslim women, creating a supportive ecosystem for modest fashion entrepreneurs. However, the success of these brands also hinges on their ability to navigate the complexities of cultural assimilation and commercial interests, ensuring that their products remain authentic and true to the values of modesty.

The hybrid nature of modest fashion in Southern Europe also reflects broader cultural and political dynamics. The increasing visibility of Muslim women in the fashion industry challenges the prevailing norms of beauty and body representation, which have historically excluded diverse cultural expressions. As highlighted by Yuniastuti and Pratama (2023), the integration of Islamic fashion into the global fashion industry marks a significant step towards inclusivity, reflecting the changing demographics of Europe. However, this inclusion must go beyond tokenism, ensuring that Muslim women are not only represented in fashion campaigns but also involved in the design and marketing processes. Genuine participation in the fashion industry allows for more authentic representations of Muslim women, promoting cultural diversity and challenging stereotypes that often reduce Muslim women to symbols of religious conservatism.

Moreover, the political dimensions of modest fashion in Southern Europe cannot be overlooked. The political and social context in which Muslim women live plays a significant role in shaping their fashion choices. As noted by Ni'mah (2021), the hijab and other forms of modest attire often carry political significance, reflecting a broader debate about multiculturalism, secularism, and religious freedom in Europe. The growing visibility of Muslim women in fashion, however, also raises questions about the intersection of religion and secularism, as the fashion industry grapples with how to represent modesty in ways that are both culturally sensitive and commercially viable. This tension reflects broader debates about identity and belonging, particularly for Muslim women who navigate the complexities of living in a European context while maintaining their religious and cultural practices.

Therefore, the rise of modest fashion in Southern Europe is a multifaceted phenomenon that reflects both cultural assimilation and resistance. As the demand for modest fashion grows, the fashion industry needs to engage with this trend thoughtfully, ensuring that it respects the cultural and religious values of Muslim consumers while also addressing ethical and sustainability concerns. The integration of modest fashion into global fashion trends provides a unique opportunity to foster greater inclusivity and diversity, but it also presents challenges that must be addressed by both brands and consumers. By critically examining these dynamics, this study contributes to a broader discourse on the intersection of fashion, identity, and globalization, highlighting the complexities of representing diverse cultural expressions within the fashion industry.

The intersection of religion, fashion, and identity in Southern Europe further complicates the understanding of modest fashion trends, particularly with the increasing role of Muslim fashion influencers. Social media influencers, particularly those in the Muslim community, have redefined how modest fashion is perceived globally. These influencers, such as Mariam Mohamed and Amena Khan, have built massive online followings by merging Islamic principles with contemporary style. Their presence challenges conventional Western notions of modesty, offering a fresh perspective on how Muslim women can navigate fashion trends while adhering to religious values. As

noted by Pradana et al. (2023), these influencers play a significant role in democratizing fashion by providing Muslim women with relatable role models and fostering a sense of belonging within mainstream media. They not only influence fashion choices but also shape the broader narrative around Muslim identity, pushing back against stereotypical representations of Muslim women in Western media.

Furthermore, the role of digital platforms in reshaping Muslim fashion trends cannot be overstated. The use of Instagram, TikTok, and YouTube as platforms for modest fashion has facilitated a broader discussion on cultural exchange and identity. These platforms have created a virtual space where Muslim women from diverse backgrounds can share their unique fashion choices and interpretations of modesty, transcending geographical boundaries. According to Karakavak and Özbölük (2023), digital platforms have become instrumental in creating a global conversation around modest fashion, where women from different parts of the world contribute to a diverse and evolving definition of modesty. This digital revolution allows for the flourishing of a more inclusive understanding of what it means to be fashionable while adhering to Islamic principles, providing visibility for Muslim women in a global fashion landscape.

On the other hand, the economic potential of the modest fashion market continues to grow, particularly as the demand for halal-certified products increases. As Pradana et al. (2023) highlight, the economic impact of Islamic fashion extends beyond the production of garments; it also includes the expansion of related industries, such as halal cosmetics, accessories, and footwear. This growing market has led to the establishment of new business models that cater to a niche yet lucrative consumer base, enabling Muslim entrepreneurs to capitalize on an emerging demand for culturally sensitive products. Moreover, as the halal fashion industry grows, the competition between brands intensifies, prompting companies to innovate in terms of product design and marketing strategies. This dynamic market offers significant opportunities for businesses that can align their values with the ethical and cultural expectations of Muslim consumers, ensuring that their offerings resonate with the diverse needs of this growing demographic. However, as Yuniastuti and Pratama (2023) argue, it is essential for brands to remain mindful of cultural sensitivity and authenticity, ensuring that their products not only meet the demands of the market but also respect the religious and cultural values that underpin modest fashion.

CONCLUSION AND RECOMMENDATION

In conclusion, the growing prominence of Muslim fashion trends in Southern Europe highlights a dynamic intersection of cultural identity, religious values, and global fashion industry practices. The increasing visibility and influence of Muslim women in fashion, particularly through digital platforms, have reshaped how modest fashion is perceived, creating a space for authentic self-expression and empowerment. This shift reflects broader societal

changes, where cultural diversity and inclusivity are becoming more central in the global fashion industry.

However, challenges remain in ensuring the authenticity and ethical implications of the commercialization of modest fashion. While the market for modest wear continues to expand, it is crucial for brands to balance commercial success with cultural sensitivity, sustainability, and respect for the religious values that shape this fashion niche. As the industry evolves, it must prioritize meaningful engagement with Muslim communities to foster an inclusive and respectful fashion landscape.

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