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# THE MARKET: MODEST WEAR MARKET 2019

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Under-Rapt

Watch this video at <https://www.lsnglobal.com/news/article/23974/the-market-modest-wear-market-2019>

In our first Modest Wear Market, launched at the beginning of 2017, we discussed the rise of Muslim influencers and the modest wear brand collaborations that offered an exciting opportunity for brands and retailers.

Now, two years later, our **Modest Wear Market 2019** explores how high street fashion brands such as Marks & Spencer and H&M, and emerging streetwear and sports labels like Under-Râpt and Seek Refuge are adding modest silhouettes into their collections to provide a balance between self-expression and considerate dressing for young, fashion-conscious Muslims.

‘Start-up modest fashion brands have been making inroads around the world, particularly for hijabs, gaining traction through the use of social media to spread the word [while] modest athletic apparel is a notably trendy segment,’ says Haroon Latif, director of strategic insights at DinarStandard.

With the global modest wear market set to be worth £294bn (\$373bn, €325bn) by 2022, fashion and retail brands are encouraged to explore the current **state of the market**.