

Modest Fashion on the Rise



(Image Courtesy of Vogue Magazine via Instagram @voguemagazine)

Now more than ever, more females are choosing outfits that combine comfortableness and style too.

Many people link the phrase with 'covering' or 'headscarf' when it comes to modesty. For me, modesty is about choosing your comfort before anything else, especially when it comes to what you wear. For many years, society had defined a women's beauty as 'wearing minimal clothing, and that tracksuits are the 'fashion enemy'. However, this season's current covid19 situation has led to change, proving that comfort is the way to go.

CEO of gender-neutral brand Les Girls Les Boys, Serena Rees, told the Guardian that an increase by "1,000% on tracksuit bottoms" can be observed since the start of the global pandemic. Additionally, research carried out by tracking firm Edited suggests that sweatpants a 36% increase since March. Rees adds that, compared with this time last year, an increase of over 30% for sales achieved, while a further 2,000 increase in searches for sweatpants on digital platforms like Liketoknowit.com has taken place too.

Modest Fashion blogger Zahraa Berro shared her views on the topic. She implies that "modest fashion is simply a way of life for women (and men), who feel the need to dress modestly yet remain trendy simultaneously," and therefore doesn't see a link between comfortable attire and modesty, explains Berro. Journalist and author of Modesty: A Fashion Paradox, Hafsa Lodi, shared different views to Berro, explaining that "the new spikes in loungewear sales due to 'work-from-home wardrobe share similarities with the ideals behind the modest fashion movement. The whole premises of the modest fashion movement lie in dressing comfortably, for yourself, rather than for the viewing pleasure of society or men," explains Lodi.

While there may not be a direct link between 'religious' modest fashion, which has captured the fashion scene recently, and is more concerned with wearing loose clothing for religious reasons, Lodi

suggests that this new angle towards modest fashion is "coinciding with the feminist motivations behind dressing modestly, which prioritise the comfort and confidence of the female, rather than the societal pressures to dress scantily and provocatively to look 'attractive.'

"It's interesting because women who dress modestly for religious reasons and wear hijabs may not be dressing so 'modestly' while social distancing – as they only cover up when in public, or the company of the opposite gender," says Lodi.