

Modestwist – Combining Modernity and Modesty



(Image Courtesy of modestwist via Facebook)

The UK's first modest fashion platform set to release this summer.

Initially set to commence this spring for a national and global audience, the digital modest platform Modestwist has announced postponing its launch date to summer 2020. In a recent exclusive interview with New Modest, company director Annabel John discusses the brand's future, the inspiration behind Modestwist, how the company is dealing with launching a business amidst the coronavirus, and what to expect from the platform.

"Covid19 has resulted in pushing back out initial launch date until later this summer," says John. She explains that the company has faced difficulties in the discontinuing of many textile manufacturers. However, she expresses how excited Modestwist to be able to stage their collections and work finally. "The current situation has also been an eye-opener for start-ups. Also, how to better prepare for an epidemic like this, if it were to occur again."

She chose the UK to launch Modestwist, being born and raised in the UK and having worked in the fashion industry for over eight years. She adds that the UK has co-classification that acts "as a buzzing hub for fashion start-ups, with many going onto becoming global unicorns." John is aware of the gap in the Muslim market hold in the fashion industry, through observing how large and prosperous the British Muslim community is, which has enabled Modestwist "to focus on our core customer segment and become a key player within the modest fashion industry within Europe," she adds.

"Muslim millennials want the same access to affordable fashion all seasons long. Unfortunately, the majority of high-street stores fail to provide an extensive range of apparel for Muslim consumers,

with many becoming reliant on modest online brands for their purchases," she clarifies. Surrounding herself with Muslim family and friends, she has extensive experience in modest fashion, having practical barriers that Muslim women have faced for so long regarding finding fashion items that combine modesty and modernity.

She aims to solve this through creating her Modest fashion brand, which comes after years of researching and meetings with suppliers and manufacturers, and, most notably, "educating those within the textile industry on how we can work together to solve this ongoing problem." So, what can we expect from Modestwist? "Let's say Muslim millennials across the globe will now have access to the latest fashion trends all seasons long. Just call us the 'one-stop-shop for all your modest fashion needs", implies John.

As for a specific launch date, John is keen on not sharing it just yet. Follow Modestwist on Instagram @modestwist to be the first to know about the awaited launch.