



ASIA ISLAMIC FASHION WEEK

FASHION TRADE • FASHION SHOW • FASHION INTERACT

29 MARCH - 1 APRIL 2018 • MALAYSIA INTERNATIONAL TRADE AND EXHIBITION CENTER (MITEC)

ABOUT ISLAMIC FASHION ECONOMY

Muslims today are reengaging their traditional values for modern times. Both in Muslim and non-Muslim majority societies, traditional values like modesty, the concept of halal, Islamic principles regulating finance are being negotiated for our modern context. The result is a burgeoning Islamic economy.

According to **The State of the Global Islamic Economy Report 2015/16** co-commissioned by Reuters, **the global Muslim consumer spending on clothing to be \$230 billion** in 2014, making the Muslim clothing market 11% of global expenditure, with a growth rate of 7.2% compared to last year. This number is expected to reach **US\$368 billion by 2020**.

The sheer size of the market is commanding attention and investment from across the globe.

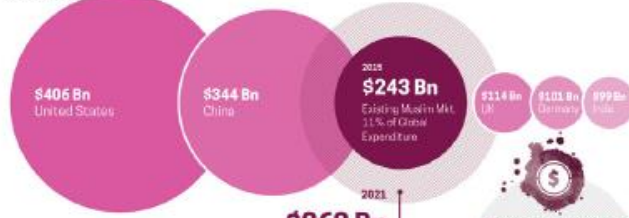
Major mainstream fashion players from **Uniqlo, Mango** to high-fashion designers **Dolce & Gabbana** and **Tommy Hilfiger** have followed **DKNY** in investing in this sector. This is whilst Muslim fashion companies also continue to grow and thrive. E-commerce platforms such as HijUp (Indonesia), Modanisa (Turkey) are receiving huge investments to grow their user base.

As a modern and progressive Islamic nation, Malaysia has long aspired to become the Global Halal Hub, spearheading many halal initiatives to create greater awareness of the Halal market. In the report, it is also highlighted that Malaysia tops majority of the Halal sectors in the Global Islamic Economy Indicator. This makes the country a perfect place to host more Islamic-related initiatives such as the AIFW

According to The State of the Global Islamic Economy Report 2015/16 co-commissioned by Reuters, Muslim consumers spent US\$230 billion on clothing in 2014 and this number is expected to reach US\$368 billion by 2020.

MODEST FASHION

BENCHMARK
How does Muslim spend compare to global market spend? »
 (2016, US\$ Bn)



MARKET SIZE¹
How much do Muslims spend on clothing globally? »

\$368 Bn
 Projected Market Size
 7.2% CAGR Growth

Estimated revenues from Modest Fashion clothing purchased by Muslim women
\$44 Bn
 in 2015

THE MODEST FASHION INDICATOR
Which countries have the best developed ecosystem for Modest Fashion? »



¹ CITEA (from a total of 13 selected countries)
 Trade Clothing Exports to OIC Countries
 Awareness: Number of News articles & Events
 Social Clothing Press Index, Logo, Firmness Index

- Selected key players**
- Raw materials inputs:** Akor (Turkey), Avime (Turkey), Tekbi (Turkey)
 - Retailers:** Mizahori (Indonesia), Farrodi (UK), Jo Leroode (Dater), Mochoet (Indonesia), Mularisa (Turkey)
 - Designers/Labels and Value Add manufacturers:** H&M (Sweden), Aab (UK), Itang Yunesz (Indonesia), Naeofar (Malaysia), Haus+Hjabs Rah Collective (UK)

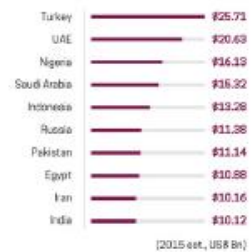
Which countries export the most clothing to OIC countries? »



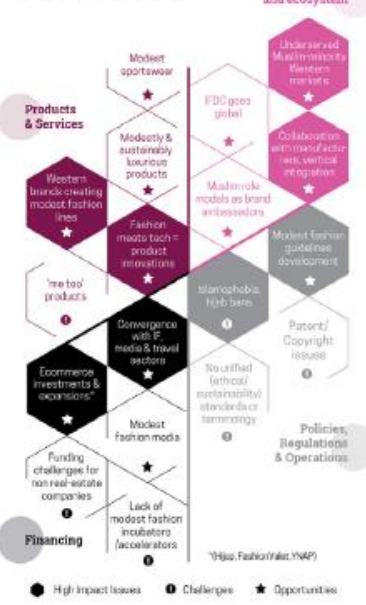
Clothing and apparel trade value by OIC member countries? »



TOP MARKETS
Top Muslim consumer clothing expenditure markets »



Issues and opportunities map »

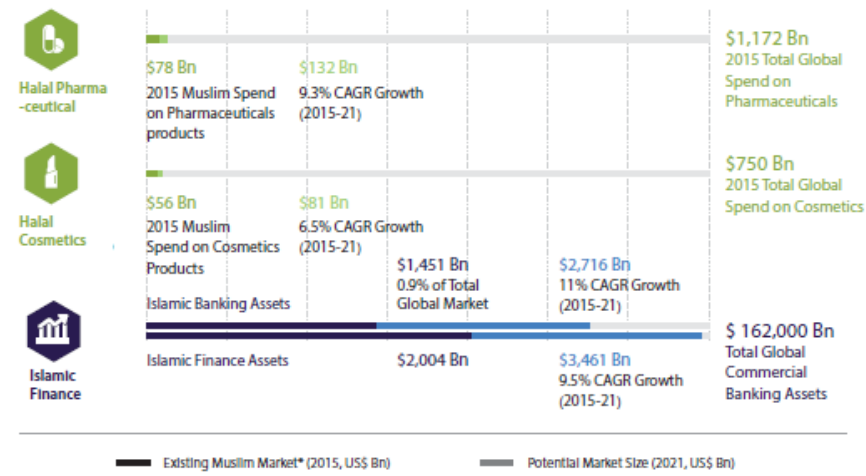
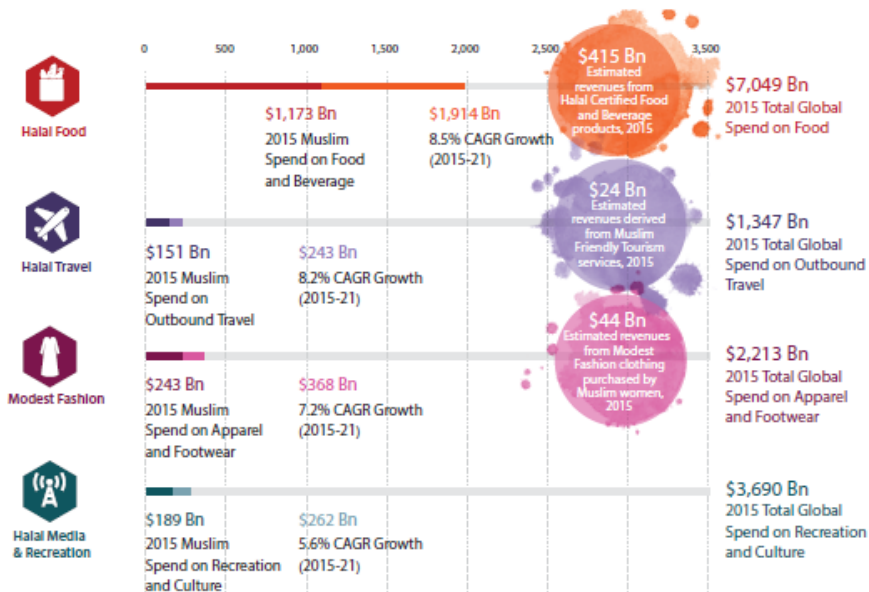


\$78 Bn
 Value added clothing exports by OIC countries (15% of global exports)

\$36 Bn
 Value-added clothing trade surplus by OIC countries in 2015

¹ Expenditure data Sourced from 2013 International Comparison Program. ² National Statistics Agencies, Global Gender Muslim market estimates & analysis. Sector compiled IMF Outlook Oct 2014 Database for projections. See Report for full methodology.
³ Product label: Articles of apparel and clothing accessories, not knitted or crocheted. Articles of apparel and clothing accessories, knitted or crocheted. Other made-up textile articles, sets with clothing and wear textile articles.



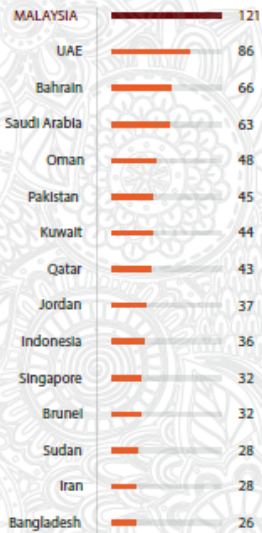


Islamic Finance current estimates are based on Thomson Reuters 2015 data. The GIE Indicator model can be found at <http://www.zawya.com/GIE/>. All other estimates by DinarStandard are as follows: Muslim spend projections are determined by regressing historical annual growth of the relevant industry metrics on GDP growth for each country. The regression determined a line of best fit that, using IMF 2015 GDP forecasts, projected industry growth. DinarStandard Muslim market estimates and analysis were overlaid on projections. Actuals estimates were determined primarily by: Interviewing certification bodies and reviewing trade map data (Halal Food); Reviewing national clothing market estimates and Pow Forum estimates (Modest Fashion) and leveraging travel survey results on close to 1,000 respondents undertaken by COMCEC on travel (Muslim Friendly Travel).

¹ Millennials (aged 18-34) Islamic economy related world-wide Facebook Interactions tracked during a 3-week time period (July 27-Aug 17, 2016).

² Industry survey undertaken based on 172 respondents across sectors and primarily senior-level individuals.

TOP 15 COUNTRIES GIE Indicator Scores



TOP 10 Halal Food

- 1 UAE
- 2 Australia
- 3 Pakistan
- 4 Brazil
- 5 Malaysia
- 6 Oman
- 7 Somalia
- 8 Saudi Arabia
- 9 Bahrain
- 10 Qatar

TOP 10 Modest Fashion

- 1 UAE
- 2 Turkey
- 3 China
- 4 India
- 5 Italy
- 6 Sri Lanka
- 7 Bahrain
- 8 France
- 9 Singapore
- 10 Togo

TOP 10 Islamic Finance

- 1 MALAYSIA
- 2 UAE
- 3 Bahrain
- 4 Saudi Arabia
- 5 Oman
- 6 Kuwait
- 7 Pakistan
- 8 Qatar
- 9 Indonesia
- 10 Jordan

TOP 10 Halal Media & Recreation

- 1 UAE
- 2 Singapore
- 3 Bahrain
- 4 Lebanon
- 5 United Kingdom
- 6 Qatar
- 7 France
- 8 Germany
- 9 Kuwait
- 10 Australia

TOP 10 Halal Travel

- 1 UAE
- 2 Malaysia
- 3 Turkey
- 4 Singapore
- 5 Jordan
- 6 Maldives
- 7 Iran
- 8 Lebanon
- 9 Oman
- 10 Saudi Arabia

TOP 10 Halal Pharmaceutical & Cosmetics

- 1 UAE
- 2 Malaysia
- 3 Singapore
- 4 Egypt
- 5 Pakistan
- 6 Jordan
- 7 Saudi Arabia
- 8 Indonesia
- 9 Oman
- 10 Brunei

Top 15 Countries	GIE Indicator Scores	Islamic Finance	Halal Food	Halal Travel	Modest Fashion	Halal Media & Recreation	Halal Pharmaceuticals & Cosmetics
Malaysia	121	189	55	70	25	38	61
United Arab Emirates	86	92	75	81	67	137	78
Bahrain	66	90	45	30	26	58	36
Saudi Arabia	63	83	50	35	17	33	48
Oman	48	51	54	36	16	40	40
Pakistan	45	47	56	11	19	8	52
Kuwait	44	51	43	29	13	45	29
Qatar	43	47	45	35	15	46	32
Jordan	37	35	45	39	19	31	49
Indonesia	36	38	40	35	21	9	41
Singapore	32	22	39	44	26	75	56
Brunel	32	27	45	22	12	30	39
Sudan	28	30	33	23	5	17	23
Iran	28	30	29	36	10	20	27
Bangladesh	26	31	26	10	25	3	25

We Want To Put
Malaysia



TOP 10
Modest Fashion

- 1 UAE
- 2 Turkey
- 3 China
- 4 India
- 5 Italy
- 6 Sri Lanka
- 7 Bahrain
- 8 France
- 9 Singapore
- 10 Togo



TOP 10
**Halal Media
and Recreation**

- 1 UAE
- 2 Singapore
- 3 Bahrain
- 4 Lebanon
- 5 United Kingdom
- 6 Qatar
- 7 France
- 8 Germany
- 9 Kuwait
- 10 Australia



TOP 10
**Halal
Pharmaceuticals
and Cosmetics**

- 1 UAE
- 2 Malaysia
- 3 Singapore
- 4 Egypt
- 5 Pakistan
- 6 Jordan
- 7 Saudi Arabia
- 8 Indonesia
- 9 Oman
- 10 Brunei

ABOUT ASIA ISLAMIC FASHION WEEK 2018

Inspired by the vibrancy of Islamic fashion scene and in effort to further expand the industry, AIFW Event is pleased to present Asia's first Islamic fashion week in Malaysia; **Asla Islamic Fashion Week 2018 [#AIFW2018]**. It is a uniquely designed trade event to showcase the blend of modesty fashion with cutting-edge style that is within the Islamic context.

As a modern and progressive Islamic nation, Malaysia has long aspired to become the Global Halal Hub, spearheading many halal initiatives to create greater awareness of the Halal market. Malaysia currently tops majority of the Halal sectors as stated in the Global Islamic Economy Indicator which makes it a preferred destination to host more Islamic-related initiatives such as **#AIFW2018**.

AIFW aims to showcase beauty, creativity and peace as Islamic values.

Malaysia is set to play host to the inaugural event from **March 29 – April 1, 2018**.

The retail industry will convene at the **Malaysia International Trade and Exhibition Centre (MITEC)** over **four days** to spot and shop the latest trends in Islamic-inspired apparel, accessories, cosmetics and resources.

#AIFW2018 aspires to be the most influential Islamic fashion & lifestyle marketplace in Asia by creating an avenue for Islamic fashion business community to exchange experience and knowledge.

More than 10,000 visitors, 180 exhibitors, 100 designers, 200 international trade buyers, fashion influencers, business executives, fashion photographers and the entire media buzz from over 20 countries are expected to take part in **#AIFW2018**'s three main elements; **Fashion Trade, Fashion Show and Fashion Interact**.

AIFW is proudly organised by



As the 5th Prime Minister of Malaysia, **Tun Abdullah Ahmad Badawi**, introduced the concept of 'Islam Hadhari' to guide development efforts in Malaysia and the wider Islamic world. This move towards progressive Islamic civilisation seeks to make Muslims understand that progress is enjoined by Islam. It is an approach that is compatible with modernity and yet firmly rooted in the noble values and injunctions of Islam. Islam Hadhari espouses ten fundamental principles, which were accepted by Muslims and non-Muslims alike.

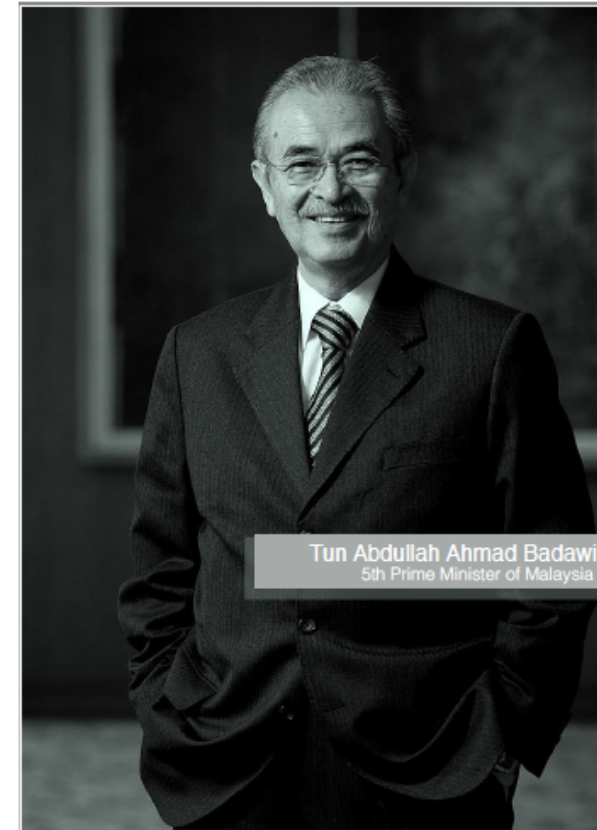
Tun Abdullah focused on human capital development as a key pillar of his Administration. This went beyond merely strengthening lower and higher education in Malaysia, to enhancing mindsets and infusing ethical, moral and religious values. Science and technology was further promoted, while innovation and creativity was pushed to the fore.

As Chairman of the OIC, Abdullah waged a war against poverty and the lack of knowledge and development in the Muslim world. Abdullah also sought to provide an economic face to the OIC, in a bid to enhance trade, business and investment linkages between Member countries.

Tun Abdullah stepped down as Prime Minister on 3 April 2009. He remains committed to pursuing development, promoting progressive Islam and enhancing understanding between the Muslim and Western worlds. He is Chairman of the Malaysian Institute of Islamic Understanding (IKIM), and Patron of the Institute of Advanced Islamic Studies (IAIS) in Kuala Lumpur which he established in 2009.

He is the founding patron for the **World Islamic Economic Foundation**. He holds several government advisory roles, including Malaysia's regional growth corridors, Petronas Bhd and Malaysia Airlines. Internationally, Tun Abdullah is the member of the InterAction Council, board member of BOAO Forum for Asia (BFA) and World Muslims Foundation, and Chair of the Commonwealth Eminent Persons Group.

Asia Islamic Fashion Week is truly honoured and blessed to have Tun Abdullah as our Honorary Patron.





the most influential Islamic fashion and lifestyle marketplace in Asia by creating an avenue for the Islamic fashion business community to share their experience and knowledge”



inspire. interact. collaborate



//fashion trade:

A platform for sustainable and profitable Muslim fashion and lifestyle business network covering the trade and the public.

//fashion Interact:

Featuring an array of the latest Islamic fashion from renowned designers, top retailers, boutiques and independent designers.

//fashion shows:

Fashion Interact has 2 main segments:

1. Fashion Conference

Enriching the Muslims with the knowledge of modest fashion business through talks/workshops by renowned speakers from various fields within the Islamic fashion & business industry.

2. Fashion PitchIN

A rare and invaluable opportunity inspiring young designers all over Asia to pitch their product and business plan to our panelists.

#AIFW2018 VENUE



Malaysia International Trade and Exhibition Centre (MITEC)
Kuala Lumpur, Malaysia

The brand new MITEC is the largest exhibition centre in Malaysia. It derives its unique shape from the rubber seed; symbol of the Malaysia's historical trade business. It is located in Segambut, KL, next to Menara MATRADE

“ AIFW 2018 is the **first Fashion Week** to be held at Malaysia International Trade and Exhibition Centre (MITEC) ”



2018

200 exhibitors

15000 visitors

100 local & international buyers

80 local & international media

AIFW
ASIA ISLAMIC FASHION WEEK

ASIA ISLAMIC FASH- ION WEEK 2018 Kuala Lumpur

29 -1
MAR APRIL
Twenty Eighteen 2018

MITEC
Malaysia International
Trade and Exhibition Centre



AIFW
ASIA ISLAMIC FASHION WEEK

**ASIA
ISLAMIC
FASH-
ION WEEK
Kuala Lumpur**

29 -1
MAR APRIL
Twenty Eighteen 2018

MITEC
Malaysia International
Trade and Exhibition Centre

Inspired by the vibrancy of the Muslim fashion scene and in an effort to further expand the industry, AIFW Event is pleased to bring to you Asia's biggest Islamic fashion trade show in Malaysia titled, **Asia Islamic Fashion Week®** [AIFW]; a uniquely designed trade event to showcase the blend of modest fashion with cutting-edge style that is in line with Islamic values.

As a modern and progressive Islamic nation, Malaysia has long aspired to become the Global Halal Hub, spearheading many halal initiatives to create greater awareness of the Halal market. Malaysia currently tops majority of the Halal sectors as stated in the Global Islamic Economy Indicator which makes it a preferred destination to host more Islamic-related initiatives such as AIFW2018.



Malaysia is set to play host to the second event from March 29 - April 1, 2018. The retail industry will convene at the Malaysia International Trade and Exhibition Centre (MITEC) over four days to spot and shop the latest trends in Islamic-inspired apparel, accessories, cosmetics and resources.



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//Fashion Trade //Fashion Show //Fashion Interact.

AIFW exhibitors, buyers & visitors

AIFW is an arena of commercial dealings to spot and shop the latest trends in Islamic-inspired fashion from around the world. It is an avenue to promote exhibitors' brands to the market, and a platform to build brand visibility to retailers, media and consumer. It also delivers a networking opportunity and other potential business-matching events.

//countries:

Malaysia • Indonesia • Brunei • Singapore
Philippines • India • Bangladesh • Japan • Hong Kong • China • Turkey • UAE • Saudi Arabia • Qatar

//type of exhibitors:

Designers • Brands • Manufacturers • Exporters
Distributors • Service Providers • Agents • Traders • Trade Promotion Agencies • 180 exhibitors 10 countries

//type of guests:

International • Fashion Celebrities • Fashion Designers
Fashion Influencers • Fashion Blogger • Media

//type of visitors:

Influential buyers • Shopping Malls • Multi-Brands Departmental Stores
Online Retailers • Business Owner • Importers • Manufacturer • Retailers • Wholesalers • Investors • Fashion
Houses • Chain Stores • Procurement Agents • Trade Promotion Agencies • Embassies

ASIA'S FIRST ISLAMIC FASHION WEEK

A I F W
ASIA ISLAMIC FASHION WEEK

**FASHION TRADE
FASHION SHOWS
FASHION INTERACT
30 MARCH - 2 APRIL 2017**

EXHIBITION HALL 1 & 2
KUALA LUMPUR CONVENTION CENTRE

www.asiaislamicfashionweek.com | info@asiaislamicfashionweek.com





2017 101 exhibitors
8000 visitors
32 local & international buyers
092 local & international media





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ISLAMIC FASHION & DESIGN COUNCIL

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OFFICIAL PARTNER



OFFICIAL PARTNER



OFFICIAL PARTNER



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OFFICIAL E-MAGAZINE

