



**For Immediate Release**

## **Malaysia Fashion Week (MFW) collaborates with Muslim Fashion Festival (MUFFEST) in Jakarta**

***Pret-a-porter MODEStyle collections by six Malaysian designers showcased to global audience***

**Jakarta, 27 May 2016** – In a move to promote Malaysian Muslimah fashion designers on the world map, particularly the ASEAN markets, the organisers of the *Malaysia Fashion Week* (MFW), MATRADE together with STYL<sup>O</sup> International organised for six Malaysian fashion brands to showcase their collections of Modest fashion at the *Muslim Fashion Festival (MUFFEST)*, taking place in Plaza Selatan & Tenggara Senayan in Jakarta, Indonesia from the 25<sup>th</sup> until 29<sup>th</sup> May 2016.

The six brands are *Ainibakker* by Nor Aini Bakker, *Yans Creations* by Yani Bakhtiar, *I Love Wirda* by Wirda Adnan, *Azura Couture* by Azura Mazaruddin, *Durrah Jewellery* by Durrah Khalil and *Sara J* by Sara Jamaludin. Throughout the 5-day MUFFEST exhibition, these brands will showcase their designs to thousands of local and international visitors including trade buyers, representatives of fashion houses, international media, as well as members of the public.

The initiative is part of MFW's main highlights titled MODEStyle. MFW, which is a project by International Trade Exhibition (INTRADE), will take place at MATRADE Exhibition & Convention Centre (MECC) in Kuala Lumpur in November 2016.

Combining trends with faith, the designers will be exploring looks and colours that are feminine, cool and chic with floaty and elegant maxi dresses, *abayas* and modern hijabs; contrasting with vibrant hijab-friendly casual urban wear. Complementing these, the designers will also be incorporating the unique Malaysian elements that are inspired by the people and culture of Malaysia in their collections.

Muslimah fashion is fast becoming one of the prominent segments in the global fashion industry today. So much so, international designer brands like Dolce & Gabbana, Oscar de la Renta, Tommy Hilfiger, clothing labels and retailers like Mango, Uniqlo and H&M are beginning to embrace Muslimah-oriented fashion designs in their collections.

“MFW is pleased to collaborate with the organisers of MUFFEST – the Indonesian Fashion Chamber (IFC) and Ditali Cipta Kreatif, in showcasing MODEStyle - inspiring modest fashion from Malaysia,” said Datuk Nancy Yeoh, President and CEO of STYL<sup>O</sup> International and Co-Chairman of MFW 2016.

“This fashion exchange between Indonesia and Malaysia, the two biggest Muslimah fashion markets in Asia is significant as we are able to learn from one another about the latest trends and wants of the market,” she added.

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Dato' Dzulkifli Mahmud, Chief Executive Officer of MATRADE said, "The Malaysian fashion industry has a lot to offer to the world. Our modest wear is modern and trendy without compromising the religious obligations of Muslimah. These reflect Malaysian Muslimah community that is progressive in nature and are in tune with fashion styles out there. Together with STYLO International, the partnership with MUFFEST is hoped to be able to push the talented Malaysian designers and further grow the local fashion industry overseas. This partnership will surely be a catalyst to a stronger intra-ASEAN fashion trade especially to Indonesia that is home to over 200 million Muslims," he added.

Malaysia's exports of lifestyle products reached RM31.36 billion in 2015, up by 12% as compared to RM28 billion in 2014. The main industries categorised under the lifestyle sector include textiles, apparels and footwear, furniture, jewelry, cosmetics and toiletries. Exports of this sector were mainly to the USA, Japan, China, Singapore, Turkey, Indonesia, India and Thailand.

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#### **About Malaysia Fashion Week**

Malaysia Fashion Week (MFW) is an annual fashion trade event co-organised by MATRADE, the Trade Promotion Agency of Malaysia. Launched in 2014, MFW is the agency's blueprint to fostering the country's growth and commercial strength to be the leading fashion hub in ASEAN region. For more information, log on to [www.malysiafashionweek.my](http://www.malysiafashionweek.my)

#### **About MUFFEST**

The Muslim Fashion Festival (MUFFEST) 2016 is an annual Muslim fashion event aimed at strengthening Indonesia's economy through the local Muslim fashion industry. From 25 – 29 May 2016 at South and Southeast Plaza, Senayan, Jakarta, Indonesia, approximately 400 brands will be showcasing a wide variety of Muslim fashion, culinary arts, accessories and many other products related to the Muslim lifestyle in MUFFEST.

MUFFEST supports the Indonesian government's vision to make Indonesia the centre of Muslim fashion worldwide. The festival is hosted by the Indonesian Fashion Chamber (also known as IFC – the biggest designers association in Indonesia), Ditali Cipta Kreatif and supported by the Hijabersmom Community.

#### **About MATRADE**

MATRADE, the Trade Promotion Agency of Malaysia is responsible for promoting Malaysian enterprises to the world. The organisation is also actively involved in assisting foreign companies to source for suppliers of Malaysian products and services. MATRADE is represented worldwide in more than 46 locations in major commercial cities.

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### **About STYLO International**

STYLO was conceived as a lifestyle fringe activity to support Formula 1™ races in the region. It first premiered in Kuala Lumpur as one of the eight great events of the KLGP's exciting '8 on 10' programme to celebrate the 10th Anniversary of F1 in Sepang. Using the tagline 'fashion's merely the excuse', the concept of merging the work of top Malaysian designers, inspirations of international fashion with strongly themed fashion after-parties brought thousands from the region's stylish, fashionable and racing-mad enthusiasts to come together under one roof. The success of STYLO in providing intriguing lifestyle activities surrounding Formula 1™ earned it a place as one of the most glamorous official highlights of the Singapore GP season when the republic held the first Formula 1™ night-race in the world.

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