

FOR RELEASE

Official Launch of MODESTyle Malaysia and MOU Signing Between Koperasi Pembiayaan Syariah Angkasa Berhad and MODESTyle Malaysia

November 3, Kuala Lumpur – MODESTyle Group, the first ever hybrid B2B and B2C global web and online trade platform officially launches **MODESTyle Malaysia**, focusing primarily on the Muslimah Fashion industry. MODESTyle Malaysia (www.modestyle.com.my) has **signed a Memorandum of Understanding (MOU) with Koperasi Pembiayaan Syariah Angkasa Berhad** to become their exclusive fashion distributor for their 8 million members. The press conference also announced the partnership on global trade between MODESTyle Malaysia and **MATRADE**, thereby introducing an initiative to promote the Malaysian fashion merchants locally and internationally.

MODESTyle.com.my facilitates modest fashion brands, manufacturers, wholesalers and retailers from across the world to participate in online trade for the USD230 billion dollar Muslimah fashion industry. To unveil MODESTyle Malaysia, notable dignitaries and celebrities showed their support and celebrated the listing of renowned brand, **Owl by Nora Danish** on the e-commerce portal.

At launch, MODESTyle.com.my has over **200 registered global Trade Buyers and Distributors** who are looking to purchase wholesale pieces for their respective businesses. MODESTyle.com.my is also the official B2B e-commerce trade platform for the Malaysia Fashion Week and the Mercedes-Benz STYLO Asia Fashion Week. With over 1,000 SKUs offered by the merchants listed on the platform at launch, MODESTyle.com.my is set to be the leader in online trade for dedicated modest fashion.

In addition, the portal offers latest modest fashion and beauty industry news, trends and reports from all over the world, allowing merchants and buyers to stay informed at all times.



On MODESTyle.com.my, consumers and shoppers can also shop and browse through fashion and beauty products from around the world, including Turkey, Dubai, London, Singapore, China, Malaysia, Indonesia and Thailand. With over 50 merchants, they can enjoy discounted or wholesale prices, and get their purchases shipped direct to their doorsteps. The platform offers diaspora modest fashion from across the globe, allowing shoppers to peruse the latest and most affordable modest merchandise. What's more, consumers can watch online MODESTyle TV, the first ever online TV channel streaming international modest lifestyle coverage, including fashion, travel, beauty and more.

Dato' Sri Sukimi, Chairman, MODESTyle Malaysia says, "With the launch of MODESTyle.com.my we are leveraging the Malaysian Muslimah fashion industry and making it a hub of fashion trends, reports and trade buying. This initiative will help position Malaysian Muslimah fashion industry as an innovative forerunner in its industry.

Timothy Chen, CEO, MODESTyle Group says, "While across continents, there are continuous debates pertaining to modest fashion, per se; MODESTyle Group proudly brings together faith and

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fashion that can be accessed by one and all. MODESTyle.com.my strongly believes in the rise of modest fashion across the world and supports this emerging industry, standing tall with its peers and counterparts. With this website, MODESTyle Group aims to unite varied modest cultures, traditions and fashion. Its vision is to focus on providing a unique platform for all people wanting access to modest fashion.”

 [Modestyle.Asia](https://www.facebook.com/Modestyle.Asia)
 [Modestyle_Asia](https://www.instagram.com/Modestyle_Asia)

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