

GLOBAL OUTLOOK & MODEST FASHION



Türkiye
DISCOVER
THE POTENTIAL

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MODEST

FASHION

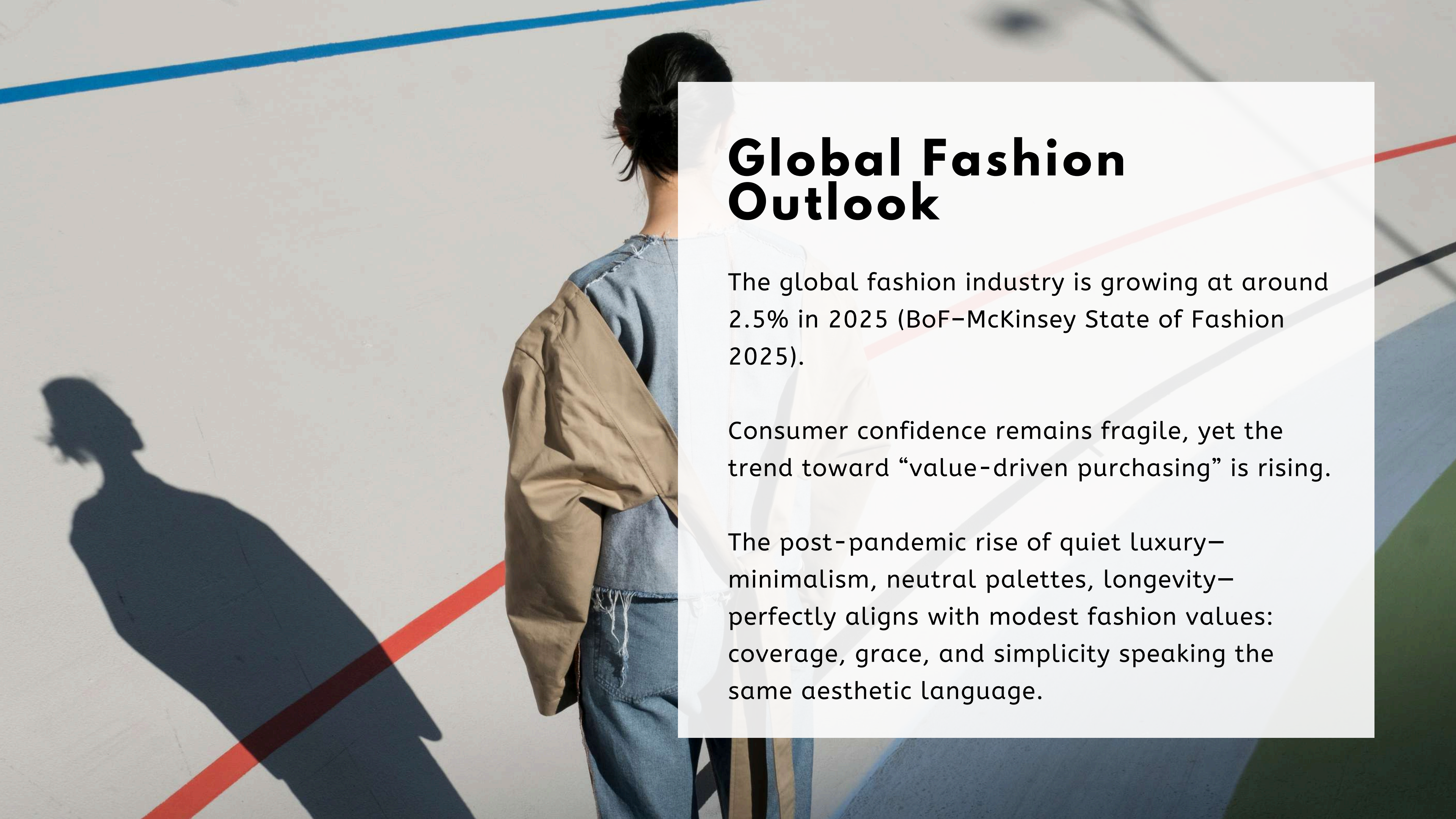
GLOBALLY

Simple yet profound

In 2025, fashion is being redefined by sustainability, digitalization, and inclusivity.

Amid this shift, modest fashion is no longer just a clothing choice—it represents identity, belonging, and an ethical aesthetic.

Today, I'll share the global outlook, its interaction with mainstream fashion, and Turkey's distinctive position in this ecosystem.



Global Fashion Outlook

The global fashion industry is growing at around 2.5% in 2025 (BoF–McKinsey State of Fashion 2025).

Consumer confidence remains fragile, yet the trend toward “value-driven purchasing” is rising.

The post-pandemic rise of quiet luxury—minimalism, neutral palettes, longevity—perfectly aligns with modest fashion values: coverage, grace, and simplicity speaking the same aesthetic language.



MARKET SIZE

Muslim consumers' spending on apparel and footwear reached USD 326.95 billion in 2023, projected to rise to USD 433.28 billion by 2028, with a Compound Annual Growth Rate (CAGR) of 5.8%, according to the State of the Global Islamic Economy (SGIE) Report 2024/25.

Top spending markets include Turkey, Saudi Arabia, Iran, and Indonesia, proving that modest fashion has evolved from a niche into a global economic sector.



INFLUENCE OF GLOBAL TRENDS

- **Quiet Luxury:** The understated, logo-free elegance mirrors modest silhouettes.
- **Sustainability:** Natural fabrics, slow production cycles, and ethical labor—already part of modest fashion's DNA.
- **Gender-neutral aesthetics:** Relaxed tailoring complements the fluid silhouettes of modest wear.
- **Digital & AI-driven design:** Data-enhanced fit and size prediction accelerate the global scaling of modest collections through e-commerce.



LUXURY BRANDS EMBRACING MODEST FASHION

- **Dolce & Gabbana** pioneered the “Abaya Collection” in 2016.
- **Oscar de la Renta, Valentino,** and **Tommy Hilfiger** release annual Ramadan capsule collections.
- **Uniqlo, DKNY,** and **H&M** have permanent “**modest wear**” categories in their online stores. This is not a passing trend—it’s **the institutionalization of inclusive design**. Luxury now speaks diversity.



TÜRKIYE'S STRATEGIC POSITION

1. **Manufacturing Infrastructure:** Strong textile exports, proximity to Europe, and agile delivery.
2. **Design Ecosystem:** Young designers and platforms like Istanbul Modest Fashion Week (IMFW) connecting to the world.
3. **Cultural Bridge:** The only hub blending Eastern aesthetics with Western fashion systems.

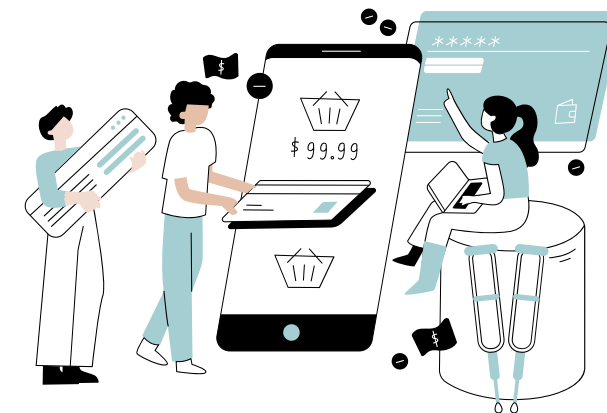
IMFW 2024 **hosted 24 runway shows, 29 brand booths**, and 11 panels with visitors from over 50 countries.

Turkey is no longer just a manufacturer—it's a design storyteller.



THE FUTURE 2025–2028

- **Sustainable materials** will define competitiveness in EU markets.
- **D2C (Direct-to-Consumer)** brands will drive the next growth wave.
- **Social commerce** will be key for organic brand reach.
- **Data-driven design** will reduce return rates and increase satisfaction.
- **Inclusive sizing** will become a global standard.





THE CONSCIENCE OF GLOBAL FASHION.

Modest fashion is no longer a choice—it is **the conscience of global fashion.**

Turkey stands as the backbone of this narrative, connecting production, culture, and creativity.

Together, we can build a future that is inclusive, sustainable, and elegantly balanced.