



SHORT COMMUNICATION

THE DEMAND AND POTENTIAL OF ISLAMIC FASHION IN THE CONTEXT OF COVID-19: A TOWS ANALYSIS

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ABSTRACT

This summarizes presentations at International Halal Conferences, which examines the global Islamic fashion industry, focusing on its growth, market dynamics, and potential in the context of the COVID-19 pandemic. Utilizing a TOWS (Threats, Opportunities, Weaknesses, Strengths) analysis, an extension of the traditional SWOT framework, the study explores market trends across five continents. The research reveals a rapidly expanding market, projected to reach \$373 billion by 2022, driven by increasing brand awareness, higher purchasing power among Muslims, and growing acceptance of modest fashion by non-Muslims. The study also highlights the pandemic's impact, spurring a convergence of Islamic fashion with protective wear. Strategic recommendations are provided for industry stakeholders, emphasizing the need for strong branding, digital marketing, and product innovation. The findings contribute to a deeper understanding of the Islamic fashion market and its future trajectory in a post-pandemic world.

Keywords: *Islamic Fashion, Modest Wear, Tows Analysis, Covid-19 Impact, Global Market Trends*



Introduction

Islamic fashion, also referred to as modest fashion, has seen significant growth in recent years. This study aims to identify key factors influencing Islamic fashion trends, analyze market demand and potential, and provide strategic insights using TOWS analysis. The research considers the impact of the COVID-19 pandemic on the industry and explores the intersection of Islamic fashion, modest fashion, and protective wear.

Methodology

The study employs a TOWS analysis, an extension of the traditional SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. This approach allows for the development of strategies by matching external factors (opportunities and threats) with internal factors (strengths and weaknesses). Data was collected through literature review and market analysis across five continents: Asia, Africa, Australasia, America, and Europe.

Results and Discussion

Market Overview: The global Islamic fashion market reached a value of \$357 billion in 2019, showing substantial growth from previous years. Projections indicate the market could reach \$373 billion by 2022. Malaysia, UAE, and Saudi Arabia lead the Global Islamic Economy Indicator for fashion.

Demand Drivers: The growth of the Islamic fashion market is driven by several key factors. Firstly, there is an increasing brand awareness among Muslims, particularly in Western countries. Secondly, higher purchasing power, especially among third-generation Muslims in Western countries, has led to increased spending on Islamic fashion. Thirdly, there is a growing acceptance of modest fashion by non-Muslims, expanding the potential customer base. Lastly, the influence of social media in promoting Islamic fashion has significantly contributed to its popularity and reach.

Regional Trends: In Asia, countries like Indonesia, Malaysia, and Brunei are pioneers in the Islamic fashion industry, leveraging their large Muslim populations and cultural heritage. The Middle East, particularly Dubai, has emerged as a fashion capital for Islamic wear, hosting numerous fashion shows and attracting global brands. In Australasia, the development of modest swimwear, such as the burkini, has gained traction, addressing a specific need in the market. Europe has seen major fashion brands entering the modest fashion market, recognizing its potential and catering to a diverse customer base. In America, there is growing representation of Islamic fashion in politics and media, increasing its visibility and acceptance.

COVID-19 Impact: The pandemic has influenced the convergence of Islamic fashion, modest wear, and protective clothing. This has created new opportunities for designs that meet religious, fashion, and safety requirements simultaneously. Designers are now exploring ways to incorporate protective elements into traditional Islamic wear, addressing both style and safety concerns.



TOWS Analysis Outcomes: The TOWS analysis revealed several key strategies for the Islamic fashion industry. One approach is to offer discounts during the pandemic period to increase volume sales, addressing the economic challenges faced by consumers while maintaining market share. Another strategy involves updating designs to meet regional preferences, recognizing the diverse needs and tastes across different Muslim communities worldwide.

Conclusion

The Islamic and modest fashion industry presents a lucrative global opportunity, with Indonesia, Malaysia, and Turkey leading the market outside Western countries. The industry is projected to grow by 11.9% over the next three years. Key growth factors include the lack of global Islamic clothing brands, strong buying power of women, and demand for stylish, professional, and compliant attire.

Recommendations

To capitalize on the growing Islamic fashion market, several strategies are recommended. Establishing strong product branding is crucial to differentiate in an increasingly competitive market. Organizing more Islamic fashion shows and festivals can increase visibility and acceptance of Islamic fashion. Implementing aggressive internet-based marketing strategies is essential, given the significant role of social media in fashion trends. Investing in research and development for product variety can help meet diverse consumer needs. It's important to focus on both women's and men's fashion lines to capture the full market potential. Lastly, exploring the intersection of Islamic fashion and protective wear in light of the COVID-19 pandemic presents a unique opportunity for innovation in the industry.

This study contributes to the understanding of the Islamic fashion market and provides strategic insights for industry stakeholders. Further research is recommended to explore regional variations and the long-term impact of the COVID-19 pandemic on the industry.

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