

THE GRAND LAUNCHING

KUALA LUMPUR MODEST FASHION WEEK 2016

Putrajaya – Moslema In Style launched Kuala Lumpur Modest Fashion Week 2016 (KLMFW 2016), Malaysia's very first international modest fashion event to 60 media representatives. The launching was held in Armada Hall, Marina Putrajaya and began with the organizer's speech, Mrs. Emy Yuzliza who said that the event was set to become the largest one of its kind in the country. Countries participating in KLMFW2016 are Japan, South Africa, Saudi Arabia, Indonesia, Italy, Pakistan, Singapore, and Malaysia.

Supported by the Ministry of Tourism and Culture Malaysia and Tourism Malaysia for its possibility to boost the country's image and open more economic opportunities for the country, the launching was officiated by the Deputy Minister of Tourism and Culture, Yang Berhormat Datuk Mas Ermieyati binti Samsudin who congratulated the team for making the initiative.

KLMFW2016 is sponsored by Malaysia's halal skincare brand of choice Cosmoderm, manufacturing company YKK, medical aesthetic center The KL Sky Clinic, makeup brand Euphoria, production company Faridism, The Empire Service and Balloon n Party Supplies.

Shown during the launching was a video montage of testimonials from Moslema In Style's clients. The company has helped many local brands to build a stronger presence in the apparel industry including Naelofar, Aidijuma, Telekung Siti Khadijah and Sri Munawwarah.

Before closing, invitees were presented with a quick showcase by 5 designers - Kaifiyyah from Singapore, Wajie Ibrahim, Azzahra Boutique, Guzelhive-La serie De Charite and MFA all from Malaysia.

KLMFW2016 is continual of previously Moslema In Style International Fashion Forward event which took place in November last year. Bigger and better, KLMFW2016 aims to position Kuala Lumpur as the global number one destination for leading modest fashion brands, accessories and textiles. KLMFW2016 places Malaysia on the map as the international destination for the latest designs, quality textiles, and high-quality fashion accessories. KLMFW2016 will continue to serve as a platform for leading or young fashion designers to show their aspirational work to the industry.

Since April 2016, Moslema In Style has promoted KLMFW 2016 through a series of international fashion tour in London, Istanbul, Moscow and will continue the world tour promotion in Manchester, Madrid, and Tokyo before it ends in Kuala Lumpur. The support received from these countries have been welcoming that Moslema In Style is targeting for 7,000 potential visitors for KLMFW2016.

"It was not easy to get people to invest in this modest fashion project as people are more convinced with the general fashion commercial value but despite the struggles that we have to overcome and the negative voices that try to bring us down, our team is still standing strong and we are here today to make KLMFW 2016 a huge success," said the founder of Moslema In Style.

For more info about Kuala Lumpur Modest Fashion Week 2016:

Website : <http://www.klmodestfashionweek.com/>

Facebook : www.facebook.com/kualalumpurmodestfashionweek/

Instagram : klmodestfashionweek
Youtube : MoslemaInStyleTV
Snapchat : MoslemaInStyle

OR please contact Emy Yuzliza Yahya at emy@moslemainstyle.com

Tickets can be purchased online via www.klmodestfashionweek.com or by searching for Kuala Lumpur Modest Fashion Week 2016 at www.eventbrite.com

Moslema In Style is Malaysia's leading event management company renowned for helping modest fashion entrepreneurs to build their brands locally and internationally. Moslema In Style is committed to expand into new markets and develop professional, creative, entertaining and innovative event standard across Middle East, Africa and Europe.