



Are Fashion Shows including a Catwalk permissible?

I am posing this question to you as a friend informed me that you declare this to be impermissible. I am in the process of setting up a small online shop selling abayas which I have designed myself. A cousin of mine did a fashion show in the past, which went far beyond Islamic guidelines, but gave me an idea that if it was done within Islamic guidelines it would potentially be a great form of dawah as girls like clothes, fashion etc.

I have explained the full details of the event to Scholar X and alhamdu'lillah he has approved. I will inshaAllah continue to seek guidance from learned scholars with regards to any other matters or changes relating to the event. My Apas will guide me on the small details InshaAllah.

I understand the term 'fashion show' can raise a few eyebrows within the Islamic community but unfortunately that is the term that has to be used as it may attract those who don't attend talks.

Modesty on the Catwalk - Fashion show/Islamic Awareness Event

Strictly Ladies only (not a man to be seen inshaAllah) No photography/Movie - an announcement will be made on stage making all sisters aware that anyone seen taking photos or using phone will have them confiscated.

No music - all Nasheeds vocals only (no bidah vocals!)

4 Course Meal

Qiraat

Fashion show in which girls will walk wearing modest clothing including their hijabs (a little bit will be said to clarify which outfits are classed as outerwear parda and other outfits which are bright coloured, shalwar kameez etc to be worn among women and mehram

Talks by respected female scholars on Life's of the Sahabiyyat and Characteristics/Qualities of a Muslimah

Fund Raise/Charity

Live Nasheeds An opportunity to order or buy the outfits will be given at the end of the evening.



بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ السَّلَامُ عَلَيْكُمْ وَرَحْمَةُ اللَّهِ وَبَرَكَاتُهُ

May Allah reward those who seek His Desire in their actions. I respect your approach for seeking the truth. I fully agree with your philosophy of not being too direct with the message as we have taken a similar approach with our teenage magazine, Zaytuni.

Again you are absolutely correct that even then it must stay within the boundaries of the shari'a.

Let's unpack this event - what are its aims?

It could be to draw people to Islam or it could be to sell clothes or it could be to teach women how to dress modestly? These are the main reasons and it is possible that there are other intentions/aims however I believe they will be secondary.

1. Draw people to Islam.

One has to explore whether this is the most appropriate way to draw people to Islam.

2. Sell clothes

There are many ways to sell clothes according to shari'a principles - on mannequins, pictures, hung on walls, etc.

3. Teach women to dress modestly

Is this the best means to teach women to dress modestly?

In terms of what is permissible for a woman to wear in the presence of her husband, well without being too explicit she can dress in whatever manner she chooses without any limits in the manner which is pleasing to her husband as her intention for dress is to keep warm and be attractive to her husband, as is in his case.

This will not necessarily change women who don't wear jilbab to wearing jilbab; it will affect those ladies who are wearing jilbab with some reservations to wear 'fashionable' jilbabs as they will deem it is permissible as it is approved by scholars.

Also, you suggested inviting 'models' to participate and add to their portfolio - they would have to take pictures to add to their portfolios? (from your promotional text message which was forwarded to me) When a woman walks down the catwalk - in which manner will she walk down - it won't be normal walk as she is showing her clothes.

Women in general should not draw attention to their clothes/bodies even to other women - their beauty is only for their husbands, as is in his case.



As much as you try pictures will be taken, possibly shared with males. Similarly women describe women to their husbands etc and this lady is putting herself on show.

I would re-iterate my original position which is that it is impermissible.

However, I offer you an alternative which will meet all your goals and be blessed with Allah's Baraka.

Everything stays exactly as it is - only exclude the catwalk and the use of live models instead have mannequins or display the clothes on walls etc.

Also I would rename it as a Clothes Show.

There you will meet your objectives and not draw Allah's displeasure.

Only Allah guides towards truth and success

وَاللّٰهُ اَعْلَمُ وَعِلْمُهُ اَحْكَمُ وَ اَنْتُمْ

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