



New show: Rosmah launching TV9's new fashion programme called *Busana* in Kuala Lumpur yesterday. With her is TV9 chief executive officer Bukhari Che Muda.

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Islamic fashion to the fore

Malaysia can turn region into a hub, says Rosmah

KUALA LUMPUR: Malaysia, as a model Islamic nation, can set the standard for contemporary Islamic fashion and make the region a key fashion centre for Islamic apparel, said Datin Seri Rosmah Mansor.

The Deputy Prime Minister's wife, who is also the patron of the KL-Jakarta Islamic Fashion Festival, said that Islamic fashion "is probably the world's most misunderstood segment."

"Islamic dressing, especially for women, can embody all that is required in Islam and yet still remain fashionable, contemporary and stylish."

"The essence of Islamic fashion lies in the fact that it doesn't degrade women by making them mere objects of desire, rather it

captures the true beauty of the woman - her grace, charm, character and virtues," she said yesterday.

The Islamic Fashion Festival, to be held from July 3-6 in Jakarta, will be graced by the Raja Permaisuri Agong Tuanku Nur Zahirah and will see the participation of more than 35 designers.

They include Melinda Looi from Malaysia, Chossy Latu, Harry Dharsono, Resna dan Sapto, Ghea Pangabean, Samuel Wattimena, Ana Avanti and Adjie Notonegoro from Indonesia.

Rosmah added that the festival was a result of the positive response to the first Islamic Fashion Show, held during the Malaysia International Fashion Week last year.