

AWRAH

BY EMAAN QIRAT

MODEST FASHION BRAND TAKING DESIGN
QUES FROM BRITISH AND MIDDLE EASTERN
MODEST STYLES. DESIGNED BY EMAAN
QIRAT ENGLAND. NOW IN SRI LANKA.

The
Modest
Fashion
Industry

November 2018

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AWRAH

Our Story

AWRAH Debut Catalog

Introducing modest fashion with a twist



“

Your dresses should be tight
enough to show you're a
woman and loose enough to
show you're a lady!

”

- Edith Head -

The Modest Fashion industry

However there has been a soft, but yet distinct cry from shoppers from outside Once a niche segment of the ladies fashion industry, the modest fashion industry has now bloomed in to a multi-billion dollar industry on it's own right giving rise to designers, fashion brands and influencers all aiming for a piece of the pie. However unlike other traditional industries, the main motivation is not always financial. Analysis show that there is an increasing creative bias towards designing clothes and accessories that far out weights the financial reward.

While in the eastern world, modest dressing may be more or less of a norm, influenced by religion and culture, in the west, modest dressing is now being sought after not only for it's religious inclinations but increasingly due to an evolution in fashion. This rising trend has seen many mainstream fashion houses such as Debenhams, Marks & Spencer, BHS....etc, rushing to stock up on Modest Fashion brands.

Traditionally, modest fashion has been restricted to designs such as the abaya, tunic and khaftans. These have been mainly sold in a market dominated by muslim consumers due to their religious requirements. Also, why not? According to Vogue Magazine over US\$ 19 million is pent every year in the UK alone by shoppers in this demographic. However in the last couple of years, there has been a soft, but yet distinctly increasing cry from shoppers from outside this demographic who have been inspired by the garments, the fabrics and the designs for more contemporary designs that is easily available. This is where we come in!

EMAAN QIRAT

Our main brand, Emaan Qirat, is a UK registered designer brand. We collaborates with designers in the UK, US and Dubai to create innovative designs that in someway challenge the status quo of what modest fashion should look like and who it is meant for. The Emaan Qirat brand has received staggering reviews from designers and modest fashion influencers alike due to it's different styles whilst keeping to modest traditions. Our edgy, and sometimes quirky designs have gone down well with modest fashionistas in the UK. The UK accounts for 61% of our sales while the remaining has been from around the world coming from countries such as South Africa, Australia, Europe, the Middle East and India.

AWRAH

What has also come to our attention through our collaborations with customers from certain countries and especially in Sri Lanka is that the price point can sometimes make it prohibitive. Given that Emaan Qirat is an exclusive limited edition luxury brand aimed at the UK market, the prices could not be discounted. Therefore we have decided to select some designs from our range and rebrand them as AWRAH for the Asian markets. While the designs will still come from the inspirations of Emaan Qirat, the designs will be mass produced locally to allow for cheaper production costs, which can be passed on to our customers.

Also as part of this reach out to customers, we plan to stock our designs in selected stores. Here's to some exciting modest fashion designs coming to shelves and rails in your favourite stores soon! Cheers!

MOHAMMED I JIFFREY
CEO | EMAAN QIRAT



01

CREAM VELVANET
KIMONO

Cream Velvanet Kimono

PRICE
£39



Style Description

This Soft net and velvet kimono is ideal to compliment a pastel dress. The garment has puffed bracelet sleeve, pearl bead encrusting and also features fabric flowers in shades of taupe.

This kimono is ideal for your evening-wear collection.

Length (Inches)

S	M	L
50	50	50

Care Instructions

Dry clean only

Notes

1. Due to differences in light and screen settings, the item's colour may vary slightly from that in the pictures.
2. Please allow slight dimension differences resulting from bespoke manual measurements.



02

BOWED WHITE TOP

Bowed White Top

PRICE
£34



Style Description

This light weight and soft white top is styled with a Peter pan collar and pussy-bow. The top is made of comfortable, breathable crepe-georgette fabric and is flared which allows you to move effortlessly. Match your outfit with a minimal straight cut trouser for a comfy look.

Ideal as an evening-wear or casual-wear garment.

Length (Inches)

S	M	L
29	30.5	32

Care Instructions

Dry clean only

Notes

1. Due to differences in light and screen settings, the item's colour may vary slightly from that in the pictures.
2. Please allow slight dimension differences resulting from bespoke manual measurements.

A woman with long dark hair is sitting on a wooden bench outdoors. She is wearing a long-sleeved, button-down shirt dress in a light pink or blush color. The dress has a white collar and cuffs. She is also wearing light-colored high-heeled shoes with white tassels. The background is a blurred green landscape with trees.

03

PINK-BLUSH
SHIRTDRESS

Pink-Blush Shirt Dress

PRICE
£39



Style Description

Stunning rose pink satin shirtdress with a touch of gathers around bottom half. Free flowing and baby softness makes for a very comfortable yet elegant attire. Styling details include subtle contrasting collar and cuff.

An elegant addition to your evening-wear wardrobe

Length (Inches)

S	M	L
47	47	47

Care Instructions

Dry clean only

Notes

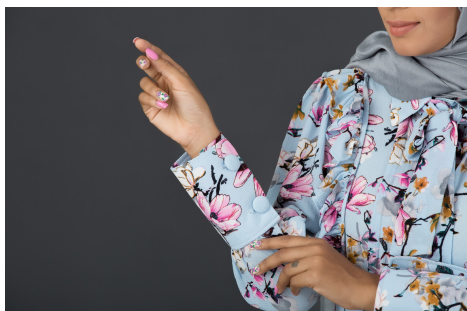
1. Due to differences in light and screen settings, the item's colour may vary slightly from that in the pictures.
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A woman with dark hair tied back is standing outdoors, leaning against a white wooden fence. She is wearing a light blue long-sleeved shirt dress with a vibrant floral pattern of pink and yellow flowers. She is also wearing white trousers and white sneakers. She is smiling and looking down at her hand, which is resting on her chest. The background features a brick pillar, a white concrete wall, and green foliage.

04

**LONG-CUFF FLORAL
SHIRTDRESS**

Long-Cuff Floral Shirt Dress



PRICE
£39



Style Description

This lightweight Printed floral shirtdress gives the minimalist look and is yet stylish. This shirtdress is styled with subtle pin tucks, soft ruffles on both sides, long line placket with a pussy-bow, lightly gathered long sleeve with oversized cuffs.

Ideal for as morning or evening wear to be worn casually or on occasions.

Length (Inches)

XS	S	M	L
42	45	46	47

Care Instructions

Dry clean only

Notes

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2. Please allow slight dimension differences resulting from bespoke manual measurements.



05

PIN-TUCKED
CARAMEL
SHIRTDRESS

Pin-Tucked Caramel Shirt Dress



PRICE
£39



Style Description

Soft, light weight caramel brown shirtdress. This conservative body length shirtdress is brings out the classic modest look. The style also includes a fabric strap at the back and metal buttons in the front.

Ideal for your evening-wear collection.

Length (Inches)

S	M	L
47	49	49

Care Instructions

Dry clean only

Notes

1. Due to differences in light and screen settings, the item's colour may vary slightly from that in the pictures.
2. Please allow slight dimension differences resulting from bespoke manual measurements.



06

**OVERSIZED COAT
AND PLEATED BLUE
PANTS**

Oversized Coat and Pleated Blue Pants

PRICE
£59



Style Description

Long blue jacket with wide, foldable sleeves styled with front active pockets and fabric buttons.

Casual and stylish, this jacket can be combined with the high waisted pleated blue pants to create a smart look.

Ideal for evening-wear or coupled with a smart shirt, be ideal as office-wear.

Length (Inches)

S	M	L
29	29	29

Care Instructions

Dry clean only

Notes

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07

SOFT BLUE LINEN
COAT

Soft Blue Linen Coat

PRICE
£39



Style Description

This casual long linen-cotton mix soft coat is styled with a Victorian style collar, 4 panelled back box pleat. This stylish front open piece effortlessly elevate your outer-wear collection and goes well with a light or dark coloured jump suit or two-piece.

Length (Inches)

S	M	L
37.5	39	41

Care Instructions

Dry clean only

Notes

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2. Please allow slight dimension differences resulting from bespoke manual measurements.

A woman with dark hair in a ponytail is walking on a paved sidewalk. She is wearing a light pink long-sleeved top with a small collar and a colorful floral pattern. Below the top is a voluminous, multi-layered pink tulle skirt. Underneath the skirt, she is wearing white trousers. She is also wearing white sneakers. The background shows a street with parked cars and trees, slightly out of focus. The lighting suggests it's late afternoon or early morning.

08

PINK BALLERINA

Pink Ballerina

PRICE
£39



Style Description

Oversized georgette midi top with floral print with soft pink layered net gathered hem that falls loosely on hips creating a loose and comfortable silhouette styled with a half round edge placket and the twist of layering at the back.

Ideal as a casual evening-wear.

Length (Inches)

S	M	L
40.5	40.5	40.5

Care Instructions

Dry clean only

Notes

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2. Please allow slight dimension differences resulting from bespoke manual measurements.



09

LILAC SOFT
HIGH-LOW TOP

Lilac Soft High-Low Top

PRICE
£29



Style Description

This delightful lilac coloured High-Low top is an ideal casual wear design styled with pleats and A-Symmetrical front panels. Looks great with a light or dark shade trouser.

Length (Inches)

S	M	L
23	26	27

Care Instructions

Dry clean only

Notes

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SLEEVELESS RED
WEAVED COAT

Sleeveless Red Weaved Coat

PRICE
£39



Style Description

Made from red and black weaved material, this is a striking open front sleeveless jacket that can be paired with a t-shirt or top and a pair of slacks or jeans.

Length (Inches)

S	M	L
32	33	33

Care Instructions

Dry clean only

Notes

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11

DAFFODIL ELLIPSE
TOP

Daffodil Ellipse Top

PRICE
£34



Style Description

Ellipse shaped Linen mixed midi tunic perfect for holiday wear. Styled with large fabric button with asymmetric layering in front and a shirt style collar.
Please note that the collar and placket is in white as shown in the close up photo.

Length (Inches)

S	M	L
47	48	49

Care Instructions

Dry clean only

Notes

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PIN-TUCKED
CARAMEL
SHIRT DRESS

LONG-CUFF
FLORAL
SHIRT DRESS

PINK
BALLERINA

SOFT BLUE
LINEN COAT

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