

Q I R A T

**MODEST
FASHION
BOUTIQUE**

**STYLE
YOUR
HIJAB**

**THE ART
of
ACCESSORISING**

**LUXURY
TRAVEL
HERITAGE
WINTER** COLLECTIONS

**MODEST
REVOLUTION**

latest fad or
here to stay?

EMAAN QIRAT

Modest Luxury Redefined



CEO'S MESSAGE

Welcome, and thank you for taking the time to browse through the first edition of our 'Qirat' publication. It is meant to be entertaining and informational. In this publication we hope to highlight a number of important messages, first being the growing Modest Fashion market and the opportunities it brings to customers, designers like ourselves and retailers. This publication will provide background in to the Emaan Qirat Brand and also showcase our collections thus far.

We hope you enjoy the content we have curated within this catalogue and let me take this opportunity to humbly say;
“Welcome to the Emaan Qirat Family!”

MOHAMMED I JIFFREY

Chief Executive Officer



Black Polkanet Kimono

Signature piece from our luxury 'Black Edition'

THE MODEST REVOLUTION

Despite it seeming like a recent event, the rise of modest fashion from a niche market to a mainstream fashion option has been steady and progressive. Like most things, fashion from days gone by are back in trend and modest fashion designers are capitalising on this trend with a fusion of current and throwback designs.

For whatever reasons best left to industry analysts, consumer taste is migrating towards modest fashion, especially with the social media-savvy younger generation wooed by the likes of social media influencers and independent designers turning to social media to promote their brands.

The modest market is now claimed to be a multi-billion dollar market. It is no longer confined to religious needs, but is actively sought after by the fashion conscious consumers regardless of faith.

Having said that, statistics show that muslim consumers spend more in this isle of the fashion market. According to British Vogue magazine, their spend account for \$44 billion of the \$1.9 trillion global muslim market.

Consumers with other faith annotations are also turning to this aesthetically pleasing form of dressing. Major fashion retail giants like Debenhams, Marks & Spencer, BHS are capitalizing on this growing trend.

MESSAGE FROM THE CREATIVE DIRECTOR

Modest clothing... what defines it? does it need to be all covering? does it need to be in a single ? Does it need to be nonchalant? Thankfully the answer is a resounding 'NO!'.

As a little girl my dream was to dress in lovely, colourful dresses and also to be able make my sisters and friends dress in equally elaborate dresses.

When I first started paying attention to the types of designs out there that met the modest requirement, I was left with little choice. The usual suspects were the abaya, shalwar, kaftan and the likes. While these are great in their own right, I wanted something more, something different, so I started designing my own clothes. I incorporated western and middle eastern design concepts to the dresses I already had. I also wanted to make it colourful, bright and,... well... not boring, if that makes sense. I wanted create designs for myself that was different to what was in the market.

It wasn't everyone's cup of tea though. I did get a few awkward glances at first, but I later realised that the looks were not that of disapproval but that of curiosity. Here's something different, colourful and fun to wear and was yet modest and even met religious needs.

So long story short, I got asked by friends and family to design some clothes when special occasions came around. This was the inspiration that led me to share my designs to a wider audience. I feel blessed to share something I am truly passionate about and it encourages me even more when I meet like minded designers with the same passion. Welcome to my dream, welcome to the Emaan Qirat family!

NAZREEN IMRAN

Founder | Creative Director



LUXURY COLLECTION



LUXURY COLLECTION

BLACK POLKANET KIMONO

www.emaanqirat.com



Luxurious silk satin and polka-dot net hem. Comes with matching black satin slip dress. Can be styled with contrasting coloured hijabs or with a matching black hijab.

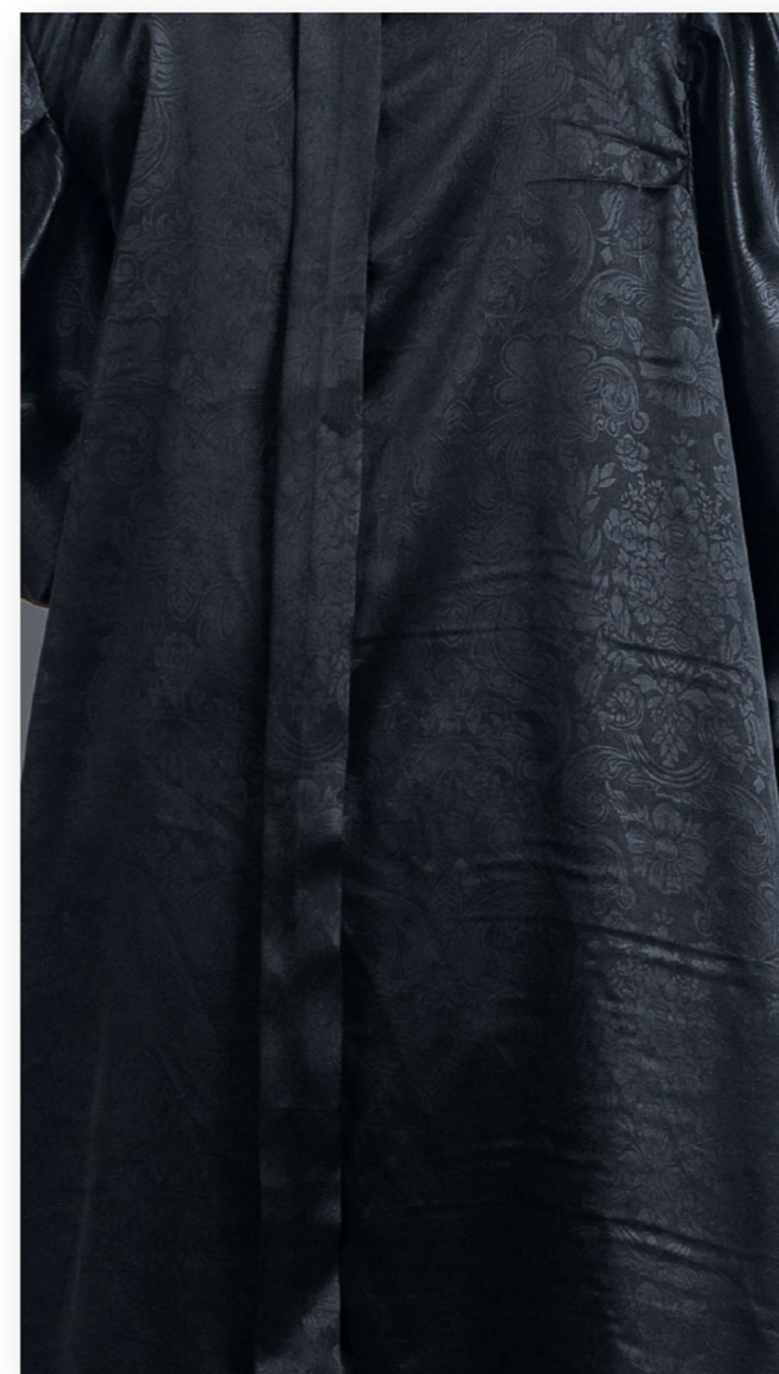
Available in S, M, L





AUTHENTIC ITALIAN VALENTINO
SILK-SATIN

Black Onyx Kimono



Luxury self patterned Italian Valentino Silk-Satin. Comes with contrasting copper coloured satin slip dress. Trouser not included.

Available in S, M, L



BLACK FUZZ KIMONO



PREMIUM ITALIAN VALENTINO SILK- SATIN

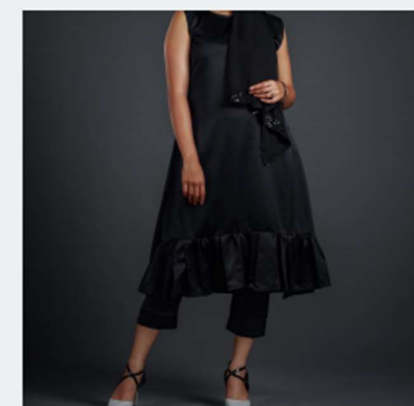
The black version of one of our most sought after designs, the Pink-Fuzz Kimono. Made from Luxurious Soft Black Satin, this design is an elegant piece that can be worn on special occasions. This dress also comes with a Black Satin Belt.



COMES WITH A MATCHING BLACK SATIN
SLIP DRESS

IMAGINE YOURSELF IN THIS...

Available in: S, M and L



THE PEARL KIMONO



BEAUTIFUL
LUXURIOUS

Made from luxurious silver Italian Valentino Silk-Satin. Has been cuff workings and net adorned with black and white pearl beads. Comes with contrasting black satin slip dress.

Available in S, M, L





RE-STOCKING DUE TO POPULAR DEMAND

Pink Fuzz Kimono

BEAUTIFUL | ELEGANT | PREMIUM DESIGN



PINK FUZZ KIMONO

Our most popular design so far! Made from carefully selected Crêpe-Georgette with closely gathered fuzzy net and floral attachments. Comes with contrasting off-white satin slip dress.

Available in S, M, L





ANDALUSITE KIMONO

Stunning dual coloured full-length kimono made from Grey and Bronze Pink Italian Valentino Silk Satin. Comes with a Bronze Pink Silk Satin Slip Dress to complete the look.

Check out this review by Nabiilabee on YouTube:
https://www.youtube.com/watch?v=foCC0aJ_XUI

Available in S, M





ALMANDINE KIMONO



This stunning dual coloured design is made from Rhubarb and Pink Bronze coloured Italian Valentino Silk-Satins. The kimono is of full length and is ideal as special occasion wear. Comes with our Bronze Satin Slip Dress.

Available in Free Size (approx. Size M)



TENEBRIS AUREA KIMONO

Exquisite luxury light gold brocade with squarish patterns and intricate beadwork on front right panel. Comes with a belt and Salmon Pink Silk Satin Slip Dress to complete the look.

Free Size (approx. Size M)



LUX AUREA KIMONO



Luxury light gold circle self patterned brocade with intricate beadwork on front right panel. Comes with a belt and matching off-white slip dress. Trouser not included.



Available Size: Free Size (aprox. Size M)



AURUM ALBUM KIMONO

Plush and luxurious soft brocades with gold thread work. Comes with a white long sleeved slip dress. Trouser not included.

Available Sizes: Free Size
(approx. Size M)





CHRYsos MIDI FROCK

Throwback to the days when midi-frocks were all the rave! Relive this style with our lovely gold, self print brocade midi-frock. This is a lovely design that suits any occasion and can be styled with many combinations.

Available Sizes: S, M, L

Can be styled with our Luxurious Ivory Crepe Hijab (Sold Separately).






BLACK SATIN STARBACK

Shirt Dress



Elegant, lightweight, free flowing, layered soft black silk satin shirt dress with collar and fabric covered buttoned cuffs. This high-low top comes with bronze square beads and a frilled hem giving it a unique look.

Available in S, M, L

A woman is seated on a bright yellow tufted leather sofa in a rustic interior. She is wearing a dark blue long-sleeved tunic over white wide-leg trousers and silver pointed-toe pumps. She is also wearing a light grey hijab. The background features a brick wall and a wooden coffee table. To the left, there are teal chairs and a wooden cabinet. The floor is made of dark wood.

CAREFULLY SELECTED

Travel Attire



BLUENET STRIPE KIMONO



Stunning, free flowing, colour block open kimono made from soft georgette is simply mesmerising when in motion. The kimono is detailed with royal blue doom-net.

You can pair this with a matching pencil dress to really make a statement. A beautiful addition to your evening-wear or casual-wear collection.

Available in S, M, L



Can you see
yourself
here?



BLUEBIRD SHIRT DRESS

This berlin blue midi shirtdress is soft and comfortable to wear and is ideal for a morning out. The shirt dress is styled with a mandarin collar, straight-line placket and fabric buttons and pearl details on a flowy back. It also includes an inverted single pleat detail on the shoulder line.

Available Sizes: XS, S, M and L



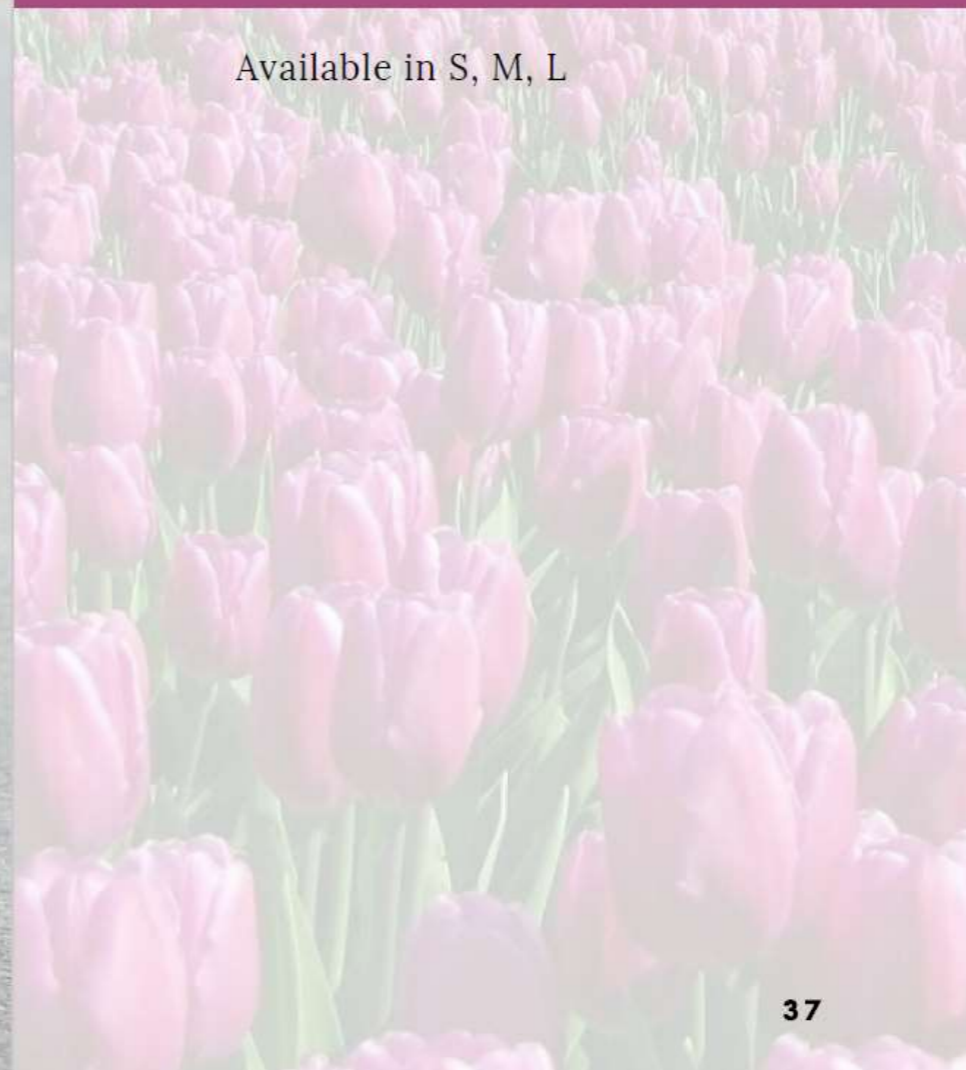


FLORAL STRIPE LOOSE JACKET



This Chic jacket is made from a blend of cotton and linen. The bursting floral print with the touch of black stripe pattern running horizontally is striking, and matched with a pair of pumps completes the modern chic look. The styling consists of subtle shoulder pads and a buttoned strap collar.

Available in S, M, L





NEW ARRIVAL!

SLEEVELESS FLORAL OPEN COAT



SLEEVELESS FLORAL OPEN COAT

Casual A-Line, open front, sleeveless soft coat with a floral design. Ideal for outdoor wear and can be paired with a long-sleeved t-shirt or top and a pair of slacks.

Available in S, M, L



OVERSIZED COLOUR BLOCK SHIRT DRESS

This is our favourite from this collection. Made with multi coloured fabric, this shirt-dress is soft and comfortable to wear. Can be paired with any trouser and casual footwear.

Available sizes: XS, S, M and L





THE FLORA



This floral design is a striking against the navy blue background. Its styled with oversized a-symmetrical cuffs. Can be paired with semi-casual footwear.

Available Sizes: S, M and L





THE BROWN TARTAN



This brown check tartan top is styled with black polka dot net over it's pockets, cuffs and bottom frill to give it a more casual yet stylish look. Goes great with dark jeans or slacks and semi-casual footwear.

Available in Free Size (approx. Size M)





THE BLUE TARTAN

The Blue Tartan shirt-dress is made from soft Black and Blue check material. Styled with over sized cuffs and frilled bottom hem. Can be paired with dark blue or black pants or slacks.

Free Size

THE RED TARTAN



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This red and black check kimono that is soft and comfortable to wear. It's sleeves, cuffs and pockets are made from matching contrasting material. Ideal as casual outdoor wear and can be paired with a t-shirt or top and loose slacks.

Available Size: XS, S, M and L

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THE WHITE TARTAN



50



THE WHITE TARTAN

The White Tartan is a soft and elegant Shirt-Dress styled with red accents along its front lapel, cuffs and pocket hood. Looks great for a day out with friends / family. Can be paired with dark trousers and semi-casual

Available Sizes: S, M and L



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HAND WEAVED

BATIK DUMBARA KIMONO

The entire back part of this kimono is hand woven from white and black thread to form a beautiful tapestry look. This pattern on the back is called 'Dumbara Rata' (Dumbara Pattern) and is unique to Sri Lanka. Practiced by skilled artisans over generations, this is a dwindling art that could use more exposure.



The bottom part is made from a hand dyed batik pattern material. It has light black and brown cracks on a white base. 'Batik' is a hand dying technique practiced across several countries in South East Asia and the Asia Pacific. the patterns on each piece is dyed by hand. Therefore the pattern can have differences from one piece to another, making each piece unique.

Available in S, M, L sizes.



A skilled Dumbara artist at work

BLACK & WHITE BATIK LONG TOP



BLACK & WHITE BATIK LONG TOP



Black and white long top with a mix of batik designs and materials that give it a contrasting, unique look.

A great design to wear to a special occasion.



Available in S, M and L sizes.

YELLOW BATIK LONG TOP



YELLOW BATIK LONG TOP



Yellow background with batik cracks beautifully matched with Arabian pattern work batik. This long top is great to throw over a long sleeve top or t-shirt.

Available in S, M and L sizes.





TRIANGLE BATIK KIMONO

TRIANGLE BATIK KIMONO



A beautiful kimono with matching coloured triangle designs on both sides. The pattern work is hand done and is unique to each piece.

Available in S, M and L sizes.



PINK BATIK KIMONO



PINK BATIK KIMONO



Black pattern work on a pink background with black and pink netting hem work makes this an elegant design to wear on any special occasion. Available in S, M and L sizes.



BLACK & YELLOW BATIK SHIRT DRESS

BLACK & YELLOW BATIK SHIRT DRESS



This great looking shirt dress has contrasting background and crack work. The design looks great with jeans, pants or slacks. A lovely and unique piece that will let you stand out in any crowd. Available in S, M and L sizes.



COMING SOON: WINTER COLLECTION



WINTER COLLECTION

A collection of one piece and two piece designs consisting of jackets and coats.



STYLE YOUR HIJAB



HIJABS

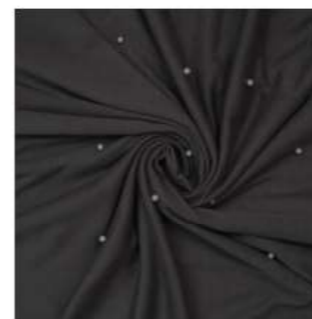
Hijabs come in a variety of colours and made from various materials. When selecting a hijab, always make sure you select one with the appropriate length depends on how you choose to wrap your hijab.

In terms of the material, again the wrapping style will determine the material. While some materials such as Silks and Satins look beautiful, they can sometimes be difficult to keep in place due to their shiny texture.

Then comes the colour. You can either match or contrast. More formal occasions call for a matching hijab to create a fluid look while a celebration or celebratory event or a casual occasion can call for a contrasting colour to mix a bit of fun in to it. Check out our selection of hijabs below.



Wrinkled Cotton Hijabs. Great colour selection and easy to style. Goes with almost any outfit.



Luxury Jersey Hijab with pearl bead attachments. Enhances the look of any dress it is worn with.



Luxury crepe chiffon hijabs. these can be work with dresses for various functions.

GENUINE WOODEN ACCESSORIES

Wooden watches and sunglasses are the new fashion fad. Not only do they look cool, but also nature friendly. Our branded sunglasses and watches are made from real wood and have been carefully crafted.

Our watches and sunglasses come in their own cases. The sunglasses also have a travel pouch. The watches come with clear instructions and a cushion to keep your watch in shape.



Polarised sunglasses come with a polarization verification card to check authenticity of the lenses. The package also comes with tools to maintain your wooden sunglasses to ensure you can use them problem free for a long time!

The watches come with leather and wooden bracelet bands. The bracelet bands are intricately crafted so that they link together just like a metal bracelet. The leather straps are made from genuine leather.



BRACELETS

Mineral stone bracelets come in three colours. These go perfect with any casual dress.



Greek Key design bracelet. Comes in yellow gold and rose gold. Goes great with any occasion wear design. Ideal to pair with black coloured dresses.

Bracelet with a buckle clasp. Comes in three colours, yellow gold, rose gold and black. This is an ideal accessory for any casual wear or occasion wear outfit.



BRACELETS

Crystal and metal bracelets. These have been crafted with exquisite workmanship to them. These are available in yellow gold, rose gold and silver.



A delicate bracelet with blue tassels on each end. A great casual wear accessory.

A great bohemian bracelet. Take this on your next holiday and pair it with your holiday travel wear.



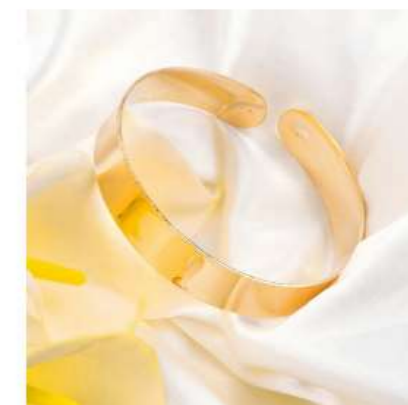
ANKLETS

Just as much as hands look great with watches, rings and bracelets, your feet need accessorising too. Getting the right anklet is the difference between making the look classy to getting it horribly wrong. There are two ways to go about this. Thin and light or go big! Check out our two anklet options.



For those who like it nice and small. This anklet comes with a small cube pendant that gives it that tiny touch of class.

..... and this is for those who like their anklets big. Looks great with casual wear.



RINGS

Rings are a small scale representation of your mood. With that in mind, what is your mood today?



This beautiful blue dragonfly ring has been intricately crafted and is absolutely gorgeous! Decorated with blue stones, this ring gives a sophisticated, premium look.

This trio of marble stone rings are perfect to portray a casual yet sophisticated look. Great minimalistic look with a touch of class!



This multiband ring looks like you've got multiple rings along the length of our finger, held together by a link chain. Ideal to create that casual look.

This silver rose ring with a stone set on top is carefully crafted to create a masterpiece of a ring. This artistic piece looks great with any designer dress and fits any occasion, but best left for those special ones!



GET YOUR SIZE RIGHT

SIZE CHART

		XS	S	M	L
UK Size		6-8	10-12	14-16	16-18
US Size		2-4	6-8	10-12	14-16
EUR Size		32-34	36-38	40-42	44-46
Bust	Inches	32-34	34-36	38-40	40-42
	Cm	81-86	86-91	97-102	102-107
Waist	Inches	28-29	30-31	31-32	32-34
	Cm	71-74	76-79	79-81	81-86
Hips	Inches	35-36	37-38	39-42	42-43
	Cm	89-91	94-97	99-107	107-109
Shoulder to Shoulder	Inches	14-14.5	15 -15.5	16-16.5	17-17.5
	Cm	36-37	38-39	41-42	43-44



ENVIRONMENTALLY FRIENDLY PACKAGING

Our clothes and hijabs come packed in high quality hand-woven palm fibre boxes. These boxes are durable, yet bio degradable. They are also an excellent gift packaging. The boxes are lined with raw paper which is also bio-degradable. Each box is hand crafted by skilled artisans who are experts at weaving palm fibres and cane to create exquisite items such as these boxes and other goods such as hand bags and purses, which we hope to feature in the future.

Similarly our watch boxes and sunglass cases are made from real bamboo wood. These are strong enough to keep the items protected, yet are environmentally friendly and bio-degradable. They also make excellent options if you are planning to give a gift.



Clothing box
and
Hijab Box



Sunglass
Case



Watch
Box

EMAAN QIRAT
ENGLAND



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