

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON THE MANIFESTATION
OF ISLAMIC VALUE IN
CONTEMPORARY WOMENS'
FASHION IN MALAYSIA**

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Thesis submitted in fulfilment
of the requirements for the degree of
Master of Art and Design


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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledgement as referenced work. This thesis has not been submitted to any other academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This thesis is about contemporary Islamic wear in Malaysia. Contemporary Islamic wear designs are rapidly flooding the country and are mostly not covering the *aurah*. The awareness of the concept of *aurah* among Muslim's women in this country is quiet high. Thus, providing many opportunities for fashion designers to produce contemporary Islamic wear. The contemporary fashion is so dominant that it hindered the need for an Islamic fashion design. Fashion designers is competing among each other to create contemporary Islamic wear, but unfortunately their designs are more towards creating attention then manifesting the knowledge of *aurah* in Islam. This study focused on contemporary Islamic wear in the Islamic Fashion Festival (IFF) produced by Malaysian fashion designers. The basis for the research is from the Al-Quran, Al-Sunnah and Al-Hadith. The analysis is from the art historical method touching on the form and content of the 30 samples from the IFF. The finding shows that most of the works produced by the IFF were not truly following the Islamic concept of dressing. Hence, from the detailed analysis, Islamic dress codes were designed as guideless for the Islamic fashion industry. At this stage, IFF effort in promoting Islamic wear is commendable but it could be better if they totally understand the concept of *aurah* in Islam and following the stipulated Islamic dress codes. Wallah'ualam. Insya' Allah.

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