

The Muslim fashion industry's growth

The Muslim fashion industry has been targeted and tried by many people as well as major companies many have seen its advantages while others have ignored.

The Muslim fashion industry has been rapidly growing the market was worth according to the 2015-2016 state of the global Islamic economical 230 billion the Muslim market is so popular and valuable the it is also estimated to grow to 327 by 2017. This is more than the combined clothing markets of the UK(107bn) Germany(99bn) and India (96bn).



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The main targeted market is the pockets of the wealthy Arabs of the middle east and with the Arab culture becoming more diverse and modern they are a targeted consumer. They are also very well known to show off their wealth to other countries an example of this is when they come in summer and fill the roads of central London with their rare and expensive super cars. Because of their liking in designer and expensive things they have been targeted by designer companies such as dolce and gabana, dknny, tommy Hilfiger, Monique lhuillier and Oscar de la renta.

I have also questioned people in my community about their opinions on these big companies targeting the ever growing Muslim fashion industry and what is the impact of this.

The response was all very similar they all said 'if companies do go into the Muslim fashion industry it is making it a norm and making it comfortable for the people around the consumer as well as the consumer them self as well as this if companies carry on to suit the need of their consumers they will gain more popularity.'

So to conclude this article the Muslim fashion industry is a huge market that is always growing and advancing and day by day it is gains more popularity from Muslims and non-Muslims from around the world.