

How Saudi is Putting Modest Fashion on the International Stage

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Over the past decade, the global fashion industry has witnessed a remarkable shift—the rise of modest fashion. Once perceived as limiting, modest clothing has now become a global style statement, thanks in large part to a new wave of Saudi designers. By blending tradition with modernity, they are rewriting the rules of fashion and setting trends that extend far beyond the Middle East. Today, the creativity of Saudi's emerging designers is not just transforming the Middle East but painting the entire global fashion canvas in new colors. They make bold strides across the global runway, inspiring women from Paris to Dhaka.

Tradition Meets Modernity: Fashion with a New Identity

The abaya and hijab, long seen as symbols of faith and simplicity, have been reborn as bold fashion statements. No longer restricted to plain black, abayas now appear in chic colors, flowing fabrics, and modern

cuts. Hijabs, too, have transformed into icons of confidence and individuality, designed in silk, chiffon, or cotton with lively prints and elegant hues.

This is more than just clothing. It is a message: women can honor their cultural roots while embracing their personal style. That seamless balance between heritage and self-expression is the heart of Saudi fashion's power.



Chic Abayas on the Catwalk in rare Saudi fashion show Photo: fashionnetwork.com

Saudi Designers on the Global Stage

Modest fashion is no longer confined to Muslim communities. Western women are increasingly drawn to long dresses, layering, and minimalist elegance, putting the concept of modest fashion in the international

spotlight.

Two prominent Saudi designers leading this shift are Razane Alazzouni and HINDAMME. Razane Alazzouni showcased her "Monotone" collection at Riyadh Fashion Week 2025, blending Saudi culture with modern design, while HINDAMME presented their "Hejaz" collection, highlighting the heritage of western Saudi in a contemporary style. Both have had their designs featured on international stages, including London, Paris, and New York Fashion Weeks.

For Bangladeshi women, the impact is particularly strong. Hijabs and modest wear have long been part of the culture, but Saudi trends are injecting fresh creativity into how young women dress. From campuses to offices, comfort and style are merging into a new, confident fashion movement.

Street Style in Riyadh and Jeddah: The Youthful Voice of Change

Walk through the streets of Riyadh or Jeddah, and you'll see a new cultural language unfolding. Young people are mixing jeans with long tunics, reimagining traditional keffiyehs, and pairing sneakers with casual abayas.

This is more than just style—it is a cultural evolution. Saudi youth are proving that tradition does not mean being left behind. Instead, it can serve as the foundation for creating a strong and authentic modern identity.



Photo by Mathieu Brumer, Courtesy of Saudi 100 Brands

Bangladesh at the Crossroads: A Chance to Reimagine Fashion

The rise of Saudi designers presents an opportunity for Bangladeshi designers to leverage as a stepping stone to take traditional craft, such as Jamdani, Muslin, and Nakshi Kantha, to the next level.

Imagine abayas or hijabs designed with Bangladesh's tropical climate in mind—lightweight fabrics, breathable textures, and subtle yet modern embellishments. Such designs could meet local demand while carving a space in global markets. This isn't just about fashion; it's about carrying the nation's cultural legacy forward in a form that resonates internationally.

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