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FOR IMMEDIATE RELEASE

MODESTY DEFINED ISLAMIC FASHION COUNCIL OF AMERICA, LLC (MDIFC)
WILL HOST EXCLUSIVE AMERICAN-BASED MUSLIM FASHION DESIGNER SHOW CASE

Washington, DC (April 22, 2015) – We are pleased to announce that MDIFC’s highly anticipated Fashion Collective will be showing on August 29th, 2015 at Washington DC’s historic Dock 5.

Following the successful debut of last year’s U.S.A. Islamic Fashion Week, DMV, MDIFC will again host emerging designers from the American-based Muslim fashion community for the launch of a new campaign “*The Year of Definition*”. This campaign will serve as the catalyst to the groundbreaking year that Muslim/Islamic fashion is on the brink of as these designer seek to competitively enter mainstream fashion. The goal of the campaign is to provide a platform for the illustrious designs of emerging Muslim women designers. These designers’ collections are inspired by cultural and faith-based values yet are identifiable to the fashion taste and lifestyle of Northern American women.

MDIFC will achieve the unprecedented this year, incorporating the combined elements of a traditional private runway show for a curated audience of industry professionals and celebrities and multiple ongoing showcases for a wider general audience. In total, approximately 40 Muslim women fashion designers will present. Simultaneously the event will feature fashion industry seminars and networking opportunities.

MDIFC founder, Romana Kerns-Muhammad, explains, “The success of this endeavor,...will help foster and promote the launching of many thriving Muslim owned fashion and fashion-related business ventures in the U.S.A.”

This event is pivotal in appropriately positioning this niche group of designers whose worth is estimated to be three hundred and twenty billion dollars by 2018. In preparing these designers for success in the fashion industry, MDIFC has collaborated with numerous, industry veterans such as Melissa McGraw, former buyer for Calvin Klein, Joe’s Jeans, Harajuku Lovers, celebrity designer, Barbara Bates, based in Chicago, who has styled for celebrities such as Oprah Winfrey, Michael Jordan and Whitney Houston, and others, hosting training and mentoring.

MDIFC continues to work relentlessly towards bridging the gap between modest and Islamic fashion. In its second production, MDIFC returns with a campaign promising exciting, chic and defined looks exemplifying the epitome of modest and modern style.

MDIFC Islamic Fashion Collective is a USA Islamic Fashion Week event.

Media & Industry Registration is now open at www.usaislamicfashionweek.com

FOR FURTHER INFORMATION REGARDING THIS EVENT, PLEASE CONTACT,

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