



Australian High Commission, Kuala Lumpur

MEDIA RELEASE

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(FOR IMMEDIATE RELEASE)

FAITH, FASHION, FUSION: MUSLIM WOMEN'S STYLE IN AUSTRALIA EXHIBITION LAUNCH IN MALAYSIA

The Australian High Commission Malaysia is pleased to announce the launch of the *Faith, Fashion, Fusion: Muslim women's style in Australia* exhibition at the Islamic Arts Museum Malaysia (IAMM).

The exhibition, which is open to the public for three months from 3 November 2017 until 28 January 2018, explores the experiences and achievements of Australian Muslim women and how they express their faith through fashion. It also showcases Australia's growing modest fashion market and the work of a new generation of Muslim designers and entrepreneurs making a mark on the Australian fashion industry.

Ms Glynis Jones, the curator of the exhibition and Ms Aheda Zanetti, the Australian inventor of the 'burqini', who features in the exhibition, will travel to Kuala Lumpur for the launch. Developed by the Australian Museum of Applied Arts and Sciences (MAAS), Australia's contemporary museum for excellence and innovation in applied arts and sciences in consultation with Australian Muslim communities and organisations, this is the first time the critically acclaimed exhibition will be displayed internationally, after an extensive and highly successful Australian tour.

MAAS Director and CEO Dolla Merrillees said "*Faith, Fashion, Fusion presented a wonderful opportunity to celebrate a growing area of the fashion industry. It captured a moment when a new audience emerged and that audience continues to grow and change. The MAAS Centre for Fashion was formed in 2015 to not only record evolving trends but also share them with the community. We are proud to take this exhibition to an international audience, with the support of the Australian Government.*"

Australian High Commissioner to Malaysia, HE Rod Smith PSM, said "*Faith, Fashion, Fusion showcases the diversity and openness of Australia's multicultural society, as well as the excellence of Australia's creative industries. Australia and Malaysia share a vibrant tradition of creative exchanges and I am sure the exhibition will help foster greater understanding and deepen the longstanding friendship between our two nations.*"

Faith, Fashion, Fusion features garments, fashion shoots and interviews with six Sydney-based fashion brands – Baraka Woman, Fay Tellaoui, Hijab House, Integrity Boutique, Ahiida® and Ninety9 by Aida Zein.

The opinions, challenges and achievements of high profile Australian Muslim women are also featured, including academic and media commentator, Susan Carland; author Randa Abdel-Fattah; Australia’s first Muslim surf lifesaver, Mecca Laalaa Hadid; members of the Auburn Giants football team; author Arwa Abousamra; academic Oishee Alam; and mother and daughter Mona and Rayan Marabani.

The Malaysian version of the exhibition will feature pieces from IAMM’s collections of original images and drawings of Islamic fashion from the 1770’s and 1950’s, as well as Islamic dresses from across the Muslim world.

Islamic Arts Museum Malaysia Director, Syed Mohamad Albukhary said “*Faith, Fashion, Fusion reflects the elegance, modesty, and ideology of the diverse Muslim community in Australia. Looking through their success stories and products, images of the opulence costumes of princesses and royalty of Mughal, Safavid, Ottoman and Arabian outfits come to mind, translated into a contemporary and modern setting.*”

Faith, Fashion, Fusion is proudly supported by the Australian Government through the Australian High Commission Malaysia and the Australian ASEAN Council, as well as LendLease Projects (M) Sdn Bhd.

For more information, including details of upcoming educational workshops, please visit IAMM’s website: <http://www.iamm.org.my/faith-fashion-fusion-muslim-womens-style-in-australia/> or follow us on social media.

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Ends/