

DIVERSITY  
ISSUES IN THE  
FASHION  
INDUSTRY

Religion and Modesty

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# Outline

- Identifying the Issue
- Why is it an Issue?
- Consumer Impact
- Changes to Make

# Identifying the Issue

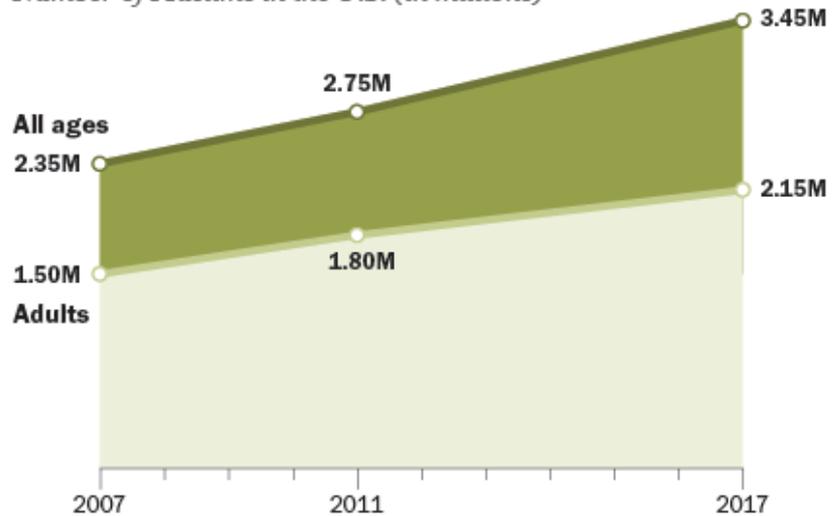
- Religion and Modesty
  - Religion: Islam
  - Muslim representation
  - Modest fashion

## Why is it an issue?

- Muslims don't get options
- The Muslim population
- They can not follow trends

### Number of Muslims in the U.S. continues to grow

Number of Muslims in the U.S. (in millions)



Note: U.S. Muslim population estimates reflect a correction made on Nov. 9, 2017.  
Source: Pew Research Center estimates based on analysis of surveys of Muslim Americans in 2007, 2011 and 2017 combined with U.S. Census data.  
"U.S. Muslims Concerned About Their Place in Society, but Continue to Believe in the American Dream"

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# Consequences & Change

- Consequences
  - The fashion industry is losing potential customers
  - Losing possible inspirations for designers
- Changes
  - Muslims need to take a stand
  - Designers should take a chance
  - Muslim models

# Conclusion

- Fails to represent religion and modesty
- Muslim's struggle from not being recognized
- The industry is not tapping in to a large group
- Muslim's and designer need to make a move