

The First MODEST FASHION WEEK in the USA. Welcome to the New Normal!



Miami, Dec 19, 2019 (IssueWire.com) - Miami Modest Fashion Week (MMFW) - MMFW's first showcase hosted at the InterContinental Hotel during Miami Art Week brought exquisite designs, art, brands, and brilliant conversations. The highlights of the opening night delivered unique designs by, US Olympian Ibtihaj Muhammad and her line, Louella, Victoria Andreyanova from Russia, and French Moroccan Designer, Nora Sahraoui, among others.

Welcome to the New Normal - The Connector Group International, founded by Norsham Mohamad-Garcia, rolled out an impressive program introducing Modest Fashion Week, for the first time in the USA. The well-received event brought together some of Modest Fashion's most rivaled designers and brands, as well as a beautifully organized art exhibition and trade show. The event aimed to educate and a broader audience on the inclusivity and unity of Modest Fashion. MMFW provided a perfect platform for visual presentations and panel discussions covering the elegance and affinity found in the diversity of Modest culture, its avant-garde approach to design, and how we can preserve a long-standing history by spinning Modest motifs with contemporary practices.

On November 30th, the first day of the inaugural event ended with a gala dinner dedicated to Alzheimer's research and awareness. A cause close to Mrs. Garcia's heart, as she was personally affected by the disease and believes in providing support for families dealing with its devastating effects. As an immigrant from Malaysia, she lost her mother to Alzheimer's while living in the USA. During this time, and with the distance between her and her family, she was effected not only by the loss of a parent but also by the lack of education in her native land in confronting this illness. The Gala was dedicated as the beginning of a long-time devotion to helping families and communities learn how they can cope and contribute to the fight against Alzheimer's.

This year's **Modest Fashion Talk** and guest lectures included among many, Alia Khan, a pioneer of Modest Fashion Week, and President of the Islamic Fashion & Design Council, Celebrity Russian Designer, Victoria Andreyanova, Vice President of Malaysian Bumiputera Association, Rasta Rashid, Jenny Tjahyawati, the founder of Indonesian Modest Fashion Week, Moroccan French designer Nora Sahraoui, Hollywood Celebrity Stylist and Designer, Joe Exclusive, Miami Fashion Institutes Chair, Asanyah Davidson, South Florida Author, youth wellness program coordinator, Abu Bakr Rawlins, and from Brazil, Vogue's Modest Fashion Influencer, Carima Orra.

The Modest Trade Show offered designers, merchants, and retailers the opportunity to increase their reach, exposure, and revenue by introducing an environment for all to share their entrepreneurial visions and help foster individual growth in the modest community. Participating brands included, Batek by Rasta Rashid, Chrysalis Jewels, Buccheri, Frankitas, Louella by Ibtihaj Muhammad, Veron, NY, Nora Sahraoui, Hijab-Se, MOD Swimwear, and Jeny Tjahyawati.

The MMFW 2019 art sector titled, **Latitude 25.77°**, highlighted contemporary artists from around the world, adding a visual dialogue to the expressive yet sensible platform established by MMFW's mission. Artists exhibited included: Zarina Abdullah, Dodit Artawan, Akmal Asyraf, Santiago Bentancurt, Zaim Durulman, Oetje Lamno, Janet Mueller, Dr. Azimin Tazilan, Nana Tedja, Vera Vasek, and Sean Weber.

The entire program was a vision realized by with elegance brought to the runway by the **2019 MMFW designers**, which included, Veronica Adamo (Veron NY), Victoria Andreyanova, Lisa Eichler (MOD Swimwear), Joe Exclusive, Ibtihaj Muhammad (Louella), Rasta Rashid (Batek by Rasta Rashid), Kirsten Regalado, Nora Sahraoui, Amina Shabanova (IRADA), and Jeny Tjahyawati.

The Connector Group International set the stage for Modest Fashion and has now claimed its territory as a leader in Modest Fashion's place in the USA. The globally anticipated event celebrated the diversity of MMFW, was executed beautifully, and reached great heights. The team at MMFW has plans to expand its reach by traveling its annual program around the world, bringing Modest Fashion, intriguing conversations, and visual arts to a global audience.

Support:

Miami International Airport (MIA), The Miami Beach Chamber of Commerce, Islamic Fashion & Design Council (IFDC), MDC Miami Fashion Institute, Nissan Design, Indonesia Modest Fashion Week, Buccheri Footwear (Indonesia), & Russia Modest Fashion Week.

For more information, including images and press requests

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Media Images

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MIAMI MODEST FASHION WEEK

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