



## ZMO-Kolloquium

“New Perspectives on Gender and Globalization”

Thursday, 28 January 2010, 6 pm

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### ‘Islamic Fashion’ in Cyberspace

#### Lecture by Prof. Annelies Moors

#### Venue

Zentrum Moderner Orient  
Kirchweg 33  
Conference Hall

14129 Berlin

Islamic fashion web stores are sites where e-commerce, ethics and aesthetics come together. They are both a node in the circulation of material goods (items of dress) and a space where concepts such as ‘Islamic fashion’ are produced and where Islam is presented online. Bringing together images, texts, and occasionally also sound, these web stores inform the public about economic value, aesthetic styles and Islamic piety and attempt to persuade them to buy their products and to dress in a manner which fuses stylishness and modesty.

This lecture addresses the double move from Muslim dress to Islamic fashion and from off-line marketing to online web stores. Discussing fashion not as a particular aesthetics, but rather in temporal terms as rapid change in styles of dress, this lecture addresses how Islamic forms, such as wearing *hijab* (covered dress), are structured through the fashion discourse. The main part of the lecture discusses web stores as a particular mode of presenting Islamic fashion online. Since their emergence in the late 1990s, Islamic fashion web stores have become increasingly sophisticated in linking into other formats of Islamic fashion online, such as weblogs, YouTube videos, and facebook fan pages. Still, there are major differences between off line stores and web stores, in terms of the presentation of garments, interactions between store owners and the public, and the engagements of the public with items of dress.

This lecture discusses the various ways in which web store owners Islamize their webstores. Through looking at images and reading texts – that centre on garments, on Islam and on the nexus of both – the public engages with these web stores. While web store owners’ presentations of Islamic fashion in some ways tie in with specific Islamic traditions, the formats through which these web stores work are structured by both the fashion discourse and their online presence.

GEFÖRDERT VOM



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**Prof. Annelies Moors** is professor of contemporary Muslim societies at the department of anthropology and sociology, University of Amsterdam, where she directs a research programme on Muslim Cultural Politics. From 2001-2008 she has been the ISIM chair at the University of Amsterdam. She has published widely on gender, nation and religion in fields such as Muslim family law, wearing gold, the visual media, migrant domestic labor, and Islamic dress. Her publications include *Women, Property and Islam. Palestinian Experiences 1920-1990* (Cambridge 1995). She edited special issues of *Islamic Law and Society* (2003) and *Fashion Theory* (2008; with Emma Tarlo) and book volumes on *Religion, Media, and the Public Sphere* (Indiana, 2006, with Birgit Meyer) and *Narratives of Truth in Islamic Law* (London, 2008; with Baudouin Dupret and Barbara Driessens).