

East Meets West Through Fashion



What is the East-Meets-West fashion identity that is turning heads in the fashion world? You may also have heard about the phenomenon that is “Modest Fashion”, as it now rises in popularity, integrating itself into all avenues – from high-street fashion to designer catwalks.

Dressing modestly and traditionally is no longer at odds with Western fashion. The East and West are dropping their poles-apart images and joining hands in a liberating turn of events – a fusion – the best of both worlds.

SHENANNZ is one of these liberators – a brand that combines its modest yet exotic Eastern origins with the bold and chic Western identity.

But what makes a clothing collection the perfect blend of East and West? How does it keep its modest silhouette without sacrificing style?

Here's how SHENANNZ is fusing these two identities together.

The exotic – elegant mix

The Eastern fashion culture is known for its striking, bright colors and intricate embroidering. Shenannz paints this onto the everyday Western clothing style, giving it a pop of color that says “East”! The style is sophisticated and elegant Western, but with the dazzling touch of Eastern tradition.

Modest fits but with flair

The Eastern style is known for its slightly loose fitting, modest attire, and although that may sound restrictive at first, Shenannz shows through its bespoke collection that modest fits can look just as trendy and put-together with the right styling. The flowing Eastern look adds to grace and elegance, while addition of a few bold details flaunts the Western air.

Just the coverage you want

Shenannz has something for everyone; individuality is valued here. It provides a variety of coverages for women of different backgrounds and preferences. The longer hemlines, wide-legged pants, higher necklines and more covering sleeves are subtly added into a Western foundational look so that it provides just the extra coverage you need without detracting anything from its modern personality.

But, Shenannz is not only a brand for Muslim women. Its diverse collection includes some low-cuts and shorter lengths for those who wish to go for more daring looks. Even the high coverage designs have a personality that is irresistible and makes a statement for women of every culture.

Accessorize bold into modest

Accessories can transform your look and make it go from “done” to “complete”. They can also let you add an extra layer of modesty for those who prefer it that way. Shenannz has a stunning range of modest accessories including scarves and wraps that can be thrown over a bold shoulder or sleeveless top to add the coverage you like or just the extra punch your look needs for perfection.

The accessories are versatile and ones which fit into both Eastern and Western fashion dispositions. They can be styled in endless unique ways to make your look stand out in the way you want and make it spell Y-O-U!

Brace yourself. All-inclusive fashion is breaking stereotypes!

Through this ravishing fusion of East and West, fashion has just become more inclusive. No woman has to feel left out. Every woman deserves to stun the world in her own unique way, without having to sacrifice her Eastern or Western values. We embrace diversity and weave it into our fashion ideas to prove that modest and fashionable can go hand-in-hand in the perfect marriage of East and West!

