

## TUDUNGPEOPLE

KUALA LUMPUR - 11 January 2023

### **TUDUNGPEOPLE UNVEILED AS OFFICIAL HIJAB PARTNER FOR MALAYSIA AVIATION GROUP**

TudungPeople opened 2024 by proudly becoming the first official hijab partner to the Malaysia Aviation Group, marking yet another milestone for the brand.

Building on their previous collaboration which kicked off during Raya 2023, where TudungPeople designed special raya packets for distribution to all MAG passengers during the festive season, TudungPeople was enlisted to be part of MAG's momentous revamp of their ground staff uniforms, a first collaboration of its kind in the Asia Pacific region.

The partnership was a dream come true for TudungPeople founders Fazrena Aziz and co-founder Dr. Fazly Azry, who are avid travelers and frequent flyers on Malaysia Airlines.

**Fazrena said,** *"TudungPeople deeply resonates with many of MAG's core values - not only of Malaysian Hospitality, but also showcasing Malaysian spirit and culture. It's an honor beyond words to express our sincere thank you to the Malaysia Aviation Group for the opportunity and for choosing TudungPeople as their official hijab partner."*

*"Malaysia Airlines always reminds us of how sincerity and great Malaysian hospitality make every journey perfect. The airline's ground staff, who launch every journey, mark the commencement of this warm hospitality,"* **Dr Fazly added.**

Drawing on over 12 years of experience and expertise in designing hijabs, TudungPeople embarked on crafting a chic, Malaysian-inspired look that is sleek, friendly, and comfortable.

The design journey proved fascinating. TudungPeople's production design team utilized their best-selling material and, with discussions and insights from MAG ground staff, customized the material and color to match the new uniforms.

With modernity and professionalism being their primary focus. TudungPeople aimed to infuse a fresh and contemporary Malaysian hijab style without compromising on long-wearing comfort.

The first task was selecting the right material—chiffon crepe, an absolutely opaque fabric, ensuring the hijab remains thin and lightweight. Loved for its durability and graceful drape, it is both sturdy and delicate. The colors were customized to match MAG's stunning new shade of blue.

TudungPeople crafted the hijab to be semi-instant, providing a structured and uniform appearance for all staff members, ensuring the perfect length for practicality at work, in sync with the revamped uniform. The new semi-instant style was exclusively tailored for MAG. To add a distinctive touch, the design is embellished with an embroidery of MAG's signature wau.

The new uniforms were unveiled at a launch event held at KLIA Terminal 1 which was graced by Her Royal Highness Tengku Permaisuri Selangor, Tengku Permaisuri Hajah Norashikin. The launch event was held in collaboration with TudungPeople and HABIB Jewels, underscoring MAG's commitment to supporting and empowering local talents and brands.

TudungPeople is excited to embark on a great journey together with MAG and making our home country proud through Malaysian art and design. TudungPeople hopes to continuously evolve and serve the modest community, one hijab at a time.

### **About TudungPeople**

Founded in 2011 by Fazrena Aziz and Dr Fazly Azry, TudungPeople began as a home-based entrepreneurship. Using Facebook as their launching pad, TudungPeople's stylish collections began to attract the attention of fashion-forward hijabis' for their scarves and shawls that provided proper coverage and uncompromising comfort.

Today, TudungPeople has evolved into a household name synonymous with quality headscarves and shawl assortments. Their market presence is further fortified with 5 brick-and-mortar stores located throughout the Klang Valley and Singapore, and international distributorship in over 12 countries including Brunei, Japan, Saudi Arabia, Wales, New Zealand and the United States.

For press enquiries, please contact Farra at +60 17-375 0288 or email [farramahusin@tudungpeople.com](mailto:farramahusin@tudungpeople.com)

[www.tudungpeople.com](http://www.tudungpeople.com)