



Halal Lifestyle on Muslim Fashion Development in The Perspective of *Satr Al-Awrah*: The Analysis at Tamrin City Mall Jakarta

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ABSTRACT

This research aims to examine the halal lifestyle changes in Muslim fashion sold in the mall, and the affects consumers' perception of halal products based on how the concept of '*Satr Al-Awrah*' was implemented on muslim fashion product. Thamrin City Mall was chosen as the research location as the largest shopping centre for Muslim fashion in Indonesia. However, some transformations are considered to violate sharia principles, especially related to the provision of covering the awrah. The research method used is qualitative with a field study approach. This research collects data through in-depth interviews with producers, consumers and sellers of Muslim fashion clothing in Thamrin City mall, the analysis is carried out with reference to the concept of *satr al-awrah* as a basic principle in dressing according to sharia, which is studied in the context of market dynamics and modern culture. The results show that despite the aesthetic improvement and innovation in Muslim fashion at Thamrin City Mall, considered a problem, especially when modern designs prioritise visual appeal over religious observance. These results indicate that despite the challenges in maintaining the balance between fashion and religious values to maintain sharia principles of Muslim fashion in Indonesia. This research provides recommendations to manufacturers to create products that remain relevant in the global market while maintaining religious values. Also educating consumers about the importance of sharia-compliant Muslim fashion as part of the halal lifestyle.

ABSTRAK

Penelitian ini bertujuan untuk mengkaji fenomena perubahan *halal lifestyle* in *fashion* muslim yang dijual di mal, serta bagaimana persepsi konsumen terhadap produk halal berdasarkan konsep '*Satr Al-Awrah*' yang diimplementasikan pada produk pakaian muslim. Thamrin City Mall dipilih sebagai lokasi penelitian sebagai pusat perbelanjaan busana muslim terbesar di Indonesia. Namun, beberapa transformasi dianggap melanggar prinsip syariah, terutama terkait dengan ketentuan menutup aurat. Metode penelitian yang digunakan adalah kualitatif dengan pendekatan studi lapangan. Penelitian ini mengumpulkan data melalui wawancara mendalam dengan produsen, konsumen, dan penjual busana muslim di mal Thamrin City, analisis dilakukan dengan mengacu pada konsep *satr al-awrah* sebagai prinsip dasar dalam berbusana sesuai syariah, yang dikaji dalam konteks dinamika pasar dan budaya modern. Hasil penelitian menunjukkan bahwa meskipun terjadi peningkatan estetika dan inovasi dalam busana muslim di Thamrin City Mall, dianggap sebagai masalah, terutama ketika desain modern lebih mengutamakan daya tarik visual daripada ketaatan beragama. Hasil ini menunjukkan bahwa meskipun ada tantangan dalam menjaga keseimbangan antara mode dan nilai-nilai agama untuk mempertahankan prinsip-prinsip syariah busana muslim di Indonesia. Penelitian ini memberikan rekomendasi kepada produsen untuk

menciptakan produk yang tetap relevan di pasar global dengan tetap menjaga nilai-nilai agama. Selain itu, penelitian ini juga mengedukasi konsumen tentang pentingnya busana muslim yang sesuai dengan syariat Islam sebagai bagian dari gaya hidup halal.



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INTRODUCTION

Muslim fashion plays an important role as an integral part of the halal fashion industry.(Hayat, 2018; Nasution, 2020) Indonesia has made it into the top three in the 2023 Global Islamic Economic Indicator (GIEI) shows the positive results of the government's efforts in strengthening the Halal Product Guarantee (JPH) ecosystem. The SGIE 2023 report also notes Indonesia's great potential in the global halal product market which reached USD 359 billion in 2022 and is projected to grow to USD 492 billion by 2027(BPJPH, 2023). The data shows that Indonesia has the opportunity to become the center of the global halal ecosystem.

In the halal industry, the transformation of Muslim fashion in Indonesia involves companies creating designs that are more modern and in line with the development of global fashion trends between producers and consumers (Charina & Charisma, 2023; Wigati, 2011).

Overall, the evaluation of Muslim fashion transformation shows two tendencies that are considered opposite, namely as a positive progress that brings a modern impression and improves the quality of life, such as research by Vera Utami, Ernita Maulidia, Esty Nurbaeti and Cholilawati (2019).(Utami et al., 2019) As in the research by Lini Yuliza (2021) which has shown the results that habits in the social environment have unconsciously influenced the popularity of wearing Muslim fashion and changed the original function to cover the *awrah*.(Yuliza, 2021).

In the beginning, Muslim fashion was designed with the main purpose of covering the *awrah* in accordance with Islamic teachings. The design tends to be loose, covering the whole body, not using transparent and tight materials. However, along with the times and the influence of globalization, the style of Muslim fashion has undergone a significant transformation (Santika, 2019). The transformation of Muslim fashion from a more *shar'i* style is less and with sharia principles (Hakim, 2024). Although initially considered as a symbol of adherence to religious teachings and fulfillment of sharia (Az Zahra, 2018; Risma Cahya Nariti, 1967). One of them is the pressure from the market and fashion trends that often encourage producers to create designs that are attractive and in accordance with consumer desires (Nurani & Adinugraha, 2022). The influence of outside cultures and trends into the Muslim fashion industry can also lead to conflicts between the need for fashionable appearance and Shariah compliance (Rahmawati & Aprilyanti, 2022). But sometimes many violate sharia restrictions related to *awrah*.

In addition, there are also challenges in understanding and applying *satr al-awrah* where sometimes there are differences in interpretation between stakeholders in the Muslim fashion industry (Dhika Amalia Kurniawan, 2018). Meanwhile, researchers by Daniel Tumpal H Aruan and lin Wirdana (2020) concluded that Muslim fashion with religiosity being an important factor in influencing consumer attitudes and purchase intentions (Aruan & Wirdania, 2020). Consumers have a significant role in determining model trends, as consumers are the ones who ultimately choose and purchase products (Ela Elliya S.E. et al., 2022). So, although Muslim fashion cannot be separated from the influence and interaction between producers, celebrities, influencers, and Muslim consumers (Putra & Nursal, 2022).

Therefore, this study seeks to fill the gap by focusing on how these variables interact with each other in Thamrin city mall is commonly referred to as the largest Muslim fashion shopping center in Jakarta in the context of halal lifestyle trends, as well as how the interaction between market culture and religion in shaping sharia standards. While the limitation of this study is the relationship with the *satr al-awrah* perspective is also very close. Because, in Islam, the concept of *satr al-awrah* is a fundamental principle in dressing to fulfill the Islamic principle of dressing modestly and covering the *awrah* (Anisa et al., 2023).

RESEARCH METHOD

This research used descriptive qualitative collected data in the form of words, pictures, and not in the form of numbers. This descriptive research shown to describe or describe existing phenomena, natural or engineered phenomena (Moleong, 2017). It was chosen because it aims to describe a phenomenon that occurs in the field, namely how the transformation of Muslim fashion is applied in the context of sales in the Thamrin City mall from the perspective of *satr al-awrah*. This method is a research process by observing, analyzing, and explaining an existing phenomenon. Researchers can obtain clear and detailed information about the practices, perceptions and challenges faced by halal fashion industry players (Handoko et al., 2024).

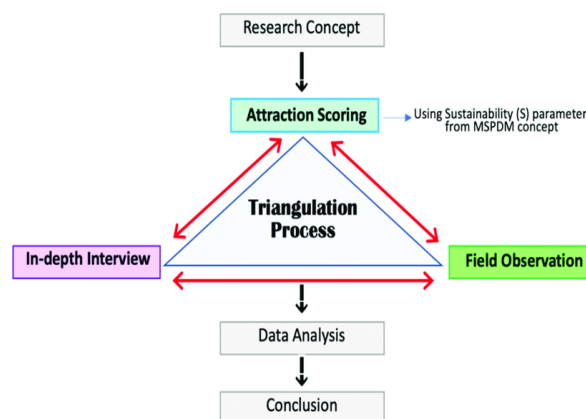
The primary data sources that will be used are obtained directly from the source through in-depth interviews, observations and discussions that focus on Muslim fashion industry players and consumers from the Muslim fashion center zone located on the D1, D, 3A and 5 floors of Thamrin City Mall. The selected traders are traders who sell Muslim fashion in several different places and corners (Fadilla & Wulandari, 2023). The results of interviews regarding the Transformation of Muslim Fashion in the Sales of Products as Halal LifeStyle at the Thamrin City Mall *satr al-awrah* Perspective, while the library material itself consists of literature related to the title material discussed, be it in the form of books, Journals, Thamrin City Mall website, or other sources that are relevant to the subject matter raised as secondary data in this study (Adi Hermawansyah, 2020).

The process of obtaining data or information at each stage (description, reduction, selection) is carried out in a circular manner, repeatedly in various ways and from various sources. The data in this study will be analyzed by observation the sales, design and production process of Muslim fashion in the Thamrin City mall, as well as consumer behavior in choosing and buying Muslim fashion. The researcher used interview questions to encourage respondents to share their views, experiences and perspectives on the transformation of Muslim fashion and halal lifestyle in the Thamrin City mall. Also, the documentation displayed by the researcher such as photo portrait of the location of a store that sells Muslim fashion products.

In this study, the data was analyzed using the Miles and Huberman data analysis technique, which is a systematic approach to analyzing qualitative data. The data that will be obtained from the field will be recorded using a smartphone after which it will be written or typed in the form of a detailed description and report. Meanwhile data presentation produced through three processes, namely through observation, interviews, and literature studies such as books, journals, print media, laws and regulations, and the internet which produces a lot of data.

To make it easier to understand this study, the author draws several conclusions using triangulation analysis tools so that it can overcome the limitations in the research. In each writing and explained so that it can describe the whole research more briefly and clearly.

Figure 1. Triangulation Technique Processed



Source: Research Data

This section should provide a comprehensive account of the research materials and methods employed, with sufficient detail to enable other researchers to replicate the study. The materials utilized should not be itemized in a separate section; rather, they should be incorporated into the description of the research procedures. To illustrate, In the questionnaire, respondents were instructed to complete the items using a 2B pencil and to select one of three posters displayed by the researcher. It is unnecessary to provide this additional detail. The research materials included questionnaires, 2B pencils, and posters. In the event that the

research employs a proprietary product (such as a patented item) for comparison, the product should be described by its standard chemical name or its trademark in parentheses, should this be deemed helpful for the reader's comprehension. However, written permission from the proprietor of the product must be obtained prior to its publication. The model, type, brand, and manufacturer of the equipment utilized in the research should be delineated. The statistical analysis methods and models should be clearly delineated so that other researchers may readily replicate them. The writing system is organized as follows: material, experimental design and treatment, research procedures, laboratory analysis, and statistical analysis. This system is not rigid; it can be adapted to the characteristics of the scientific field. For instance, in agribusiness research, where there is no laboratory analysis, there is no need for laboratory analysis.

RESULT AND DISCUSSION

Thamrin City Mall become the center of attention for the hijab trend which has undergone a major transformation in recent decades. If in the past hijab was synonymous with neutral and plain colors, now in Thamrin City, hijab is available in a variety of motifs, bright colors, and models, such as rectangular hijabs, pashmina, to practical and stylish instant hijabs. This transformation is also supported by the presence of various hijab fashion labels that are growing rapidly, making Thamrin City a gathering place for hijabers who are looking for inspiration for the latest styles.

In addition to providing Muslim fashion products, Thamrin City Mall also often hosts various fashion events that focus on the development of the Muslim fashion industry in Indonesia. Fashion shows, exhibitions, and bazaars are routinely held to introduce local designers and their latest collections to the public. These events not only show the beauty and diversity of fashion, but also make it a means of education about the importance of dressing in accordance with Islamic law even though it is still fashionable (Official, 2024). In addition, there are many modern Muslim fashion trends that are sold such as cardigan, crop clothes, shaved robes, to clothes that are currently viral Sabrina clothes. This reflects how local designers must continue to innovate to meet the tastes of diverse markets

Thamrin city also plays an important role in popularizing the concept of halal lifestyle which is increasingly in demand by Muslim consumers. In the midst of the development of the global Muslim fashion industry, this mall is a place where Muslim fashion entrepreneurs can market products that are not only fashionable but also halal in terms of materials and production processes. This makes Thamrin City a pioneer in promoting Muslim fashion that not only meets aesthetic tastes but also religious values. The role of Thamrin City Mall in the transformation of Muslim fashion is also very evident from how this mall adapts to digital trends. Many shops in Thamrin City are leveraging e-commerce platforms and social media to reach a wider range of consumers. With the increasing consumer awareness of the importance of sharia and ethical fashion products, Thamrin City continues to be the main center where Muslim fashion businesses can develop and answer the challenges of market changes. This section presents the research results, including the results of the statistical analysis, in detail. Should the necessity arise, illustrations may be presented in tabular or graphical form. Tables and figures should be straightforward, informative, and readily comprehensible. They should also be self-contained, in a sense, so that the reader can grasp the essentials without having to refer to the text. The information presented in the table or figure should be referenced in the text without being repeated. Tables and figures are presented on a separate page from the main text.

Along with globalization and the influence of international trends, Muslim fashion began to combine aspects of fashion with religious values. (Pohan et al., 2024) This change shows the need for innovation and creativity in designing fashion that still complies with sharia but meets the market demand for stylish designs. Manufacturers are expected to focus not only on visual beauty but also on compliance with sharia, The following is a table concept that explains the development of Muslim fashion from 1970 to the present, as follows:

Table 1. The Development of Muslim Fashion from 1970 - Present

Period	Design & Model	Material	Functions and Trends
1970-1980	Gamis/robe, simple	Cotton/polyester fabric, neutral color	Covering the awrah, focusing on obedience
1990	Muslim fashion is diverse, modern designs are	Color variations, motifs	Increasing modity without violating sharia

	beginning to emerge		
2000	Varied collections (tunics, trousers, hijab)	Various materials, fashionable hijab	Showing attractiveness, staying sharia
2010	More online design, material exploration	Thin/transparent material, striking accessories	Modity and aesthetics vs. compliance
2020-Now	Tight, transparent, controversial design	Lace/chiffon, layering	Popular, but doubts about sharia compliance

Source: interview results

The table above explains the development of Muslim fashion from 1970 to the present which shows the transformation from simple and functional designs to more fashionable and diverse models, in line with the influence of globalization and international fashion trends. However, the main challenge faced by designers and manufacturers is balancing modern aesthetics with sharia compliance. In the last decade, stricter and more transparent designs emerged, sparking controversy about their conformity with Islamic values. This reflects the dilemma between meeting the increasingly fashionable market demand and maintaining the integrity of sharia. This is in agreement with one of the Muslim fashion traders at the Thamrin City mall.

"This development actually makes Muslim fashion further away from its true essence. Many fashions are now more concerned with fashionable appearance than compliance with sharia. This is a problem, because fashion is starting to lose its identity."

Based on the results of the interview above, it is explained that there is a critical view of the development of Muslim fashion which is considered to be moving further away from its main essence. According to the results of interviews, the Muslim fashion trends that are developing today emphasize more on fashionable and aesthetic aspects than compliance with sharia principles. This has raised concerns that Muslim fashion is losing its identity as a symbol of simplicity and obedience in religion. It can be underlined that this challenge reflects a shift in values, where designers and manufacturers are more focused on meeting market demand than maintaining the integrity of sharia. This analysis indicates the dilemma between aesthetics and religious adherence which is still a central issue in the Muslim fashion industry in the modern era, especially in the midst of the pressures of globalization and international fashion trends.

According to research by Asriyani Sagiyanto (2017), one of the biggest challenges faced by Muslim fashion manufacturers is how they can create modern designs, follow global trends, but still comply with sharia principles (Sagiyanto, 2017). First, manufacturers must be smart in designing and choosing clothes. This shows that the skill in combining aesthetic and sharia elements is very important for the success of producers in the Muslim fashion industry. Second, the importance of innovation. In addition to choosing the right materials, manufacturers also need to create elegant but loose designs and avoid transparent materials. Consumer education about the importance of sharia-compliant clothing is also one of the efforts that manufacturers can make. Third, manufacturers must be creative in creating designs that are fashionable but still in accordance with sharia standards. This reflects the challenges faced by manufacturers to look relevant in the midst of the development of global fashion trends without sacrificing Islamic values.

This research is different from research by Vera Utami, Ernita Maulidia, Esty Nurbaeti, Cholilawati (2019) highlighting how Muslim fashion in Indonesia has undergone a transformation from traditional style to a more modern and stylish design. Emphasizing the importance of designers to strike a balance between following global fashion trends and staying within religious norms (Utami et al., 2019). The results of the study show that Muslim fashion is evolving not only to meet religious needs but also to respond to global fashion trends and individual preferences. The main difference between the two studies is that the previous study emphasized more on designers' efforts to balance modernity and sharia, while the results highlight that there are concerns about the development of Muslim fashion that has neglected its religious values.

Based on interviews with informants, manufacturers face challenges in creating attractive designs but still comply with the challenge of creating attractive designs and still comply with sharia. The selection of non-transparent materials and loose designs are the main challenges, considering the many fashion trends that tend to ignore the sharia aspect. Manufacturers must be able to harmonize between innovations in design while maintaining the principle of *satr al-awrah* (covering the awrah according to sharia). This is important in maintaining the integrity of Muslim fashion in the midst of changing global fashion trends.

The main challenge faced by this industry is how to maintain a balance between aesthetics and sharia and the importance of consumer education. stated that the transformation of Muslim fashion in recent decades has created great opportunities for Muslim designers, entrepreneurs, and consumers. Some of the positive changes in the development of Muslim fashion include:

Table 2. The Transformation of Muslim Fashion in Recent Decades

Aspects	Explanation
Design Diversification	Muslim fashion now has a more varied design, ranging from casual, formal, to sports, still fashionable and sharia.
Higher Awareness of Sharia Fashion	People are increasingly aware of the importance of clothing that is in accordance with sharia principles, encouraging the birth of a halal lifestyle.
Global Recognition of Muslim Fashion	Muslim fashion is internationally recognized through festivals such as the Muslim Fashion Festival and Modest Fashion Week.
Technological Advancement and Innovation	Digital technology makes global promotion easier, while innovation in environmentally friendly materials and ethical production is becoming a trend.

Source: interview results

The table above explains that the halal fashion industry is experiencing development with design diversification that includes various styles such as casual, formal, and sports, which still adhere to sharia principles. This signals a response to social change, where Muslim consumers increasingly need clothing that is flexible and fashionable, but still in accordance with religious values. In addition, the increasing public awareness of sharia fashion reflects a shift in religious values that are more internalized, where compliance with the dress code in Islam is an important part of the increasingly popular halal lifestyle. Meanwhile, Sagiyanto's research (2017) highlights that despite positive progress in the Muslim fashion industry, challenges remain, especially in terms of maintaining a balance between aesthetics and sharia(Sagiyanto, 2017). Some of the progress that has been made includes:

Table 3 Progress, Challenges and Educational Strategies in the Muslim Fashion Industry

Aspects	Explanation
Modern and innovative design	Manufacturers dared to experiment with global designs, making Muslim fashion more widely accepted, including in the international market.
Improved material quality	The use of high-quality materials that are not transparent and loose to comply with sharia rules.
Consumer Education	Manufacturers need to educate consumers on the importance of choosing clothes that are in line with Islamic values.
Competition with Global Fashion Trends	Manufacturers must balance between fashionable global fashion trends and sharia compliance.
Consumer Education Strategy (Annisa)	Producers need to educate consumers through campaigns, seminars, and collaborations with the Muslim community.
Consumer Education Strategy (Susi Agustina)	Manufacturers must play an active role in increasing consumer awareness about the importance of dressing in accordance with sharia.

Source: interview results

The table above states that the current Muslim fashion industry shows the courage of manufacturers in experimenting with more modern and innovative designs, the possibility of Muslim fashion being accepted in the international market. The improvement in the quality of materials that comply with sharia rules, such as the use of non-transparent and loose materials, reflects the increasing consumer awareness of clothing that is in accordance with Islamic values.

In this context, manufacturers need to balance between following fashionable global fashion trends and still adhering to sharia principles, a challenge that reflects the influence of globalization in the Muslim fashion industry. In addition, consumer education is a key strategy in shaping people's understanding of the importance of choosing clothes that comply with sharia. Through campaigns, seminars, and collaborations with the Muslim community, manufacturers can raise awareness about sharia-compliant clothing, as suggested by some product creators. This approach not only serves to increase consumer loyalty, but also to maintain religious identity in the midst of competition with global fashion trends that are sometimes not in harmony with Islamic principles.

The transformation of Muslim fashion faces negative impacts related to sharia compliance. Over-commercialization causes manufacturers to focus more on global trends, ignoring the principle of covering the awrah and producing strict or transparent designs. There is a conflict between fashion and sharia compliance, where many clothes are considered fashionable but do not meet sharia requirements, such as hijab that does not cover the neck. In addition, the influence of western trends and globalization makes Muslim consumers follow styles that are not in accordance with Islamic rules. This analysis highlights the challenges of the Muslim fashion industry in balancing modern aesthetics and sharia integrity. It showed by the table of interview as follow:

Table 4 Negative Aspects in the Transformation of Muslim Fashion

Aspects	Explanation
Over-Commercialization	Manufacturers focus more on global trends and styles, ignoring sharia requirements such as properly covering the awrah. Clothing often becomes tight or transparent.
Conflict between Fashion and Sharia Compliance	Many Muslim women's clothing is considered fashionable, but not sharia compliant, such as the hijab that does not cover the neck or tight clothing. Manufacturers face a dilemma between market trends and sharia compliance.
The Influence of Western Trends and Globalization	Western and global fashion trends often affect Muslim designers and consumers, leading to the adoption of styles that are not in accordance with sharia. Consumers follow trends without considering conformity with Islamic rules.

Source: interview results

Subsequently, the research results are discussed in comparison with the findings of previous studies on analogous topics. This analysis determines whether the results are consistent or divergent. The scientific rationale for these outcomes is then elucidated in a comprehensive and straightforward manner, thereby elucidating the position of the research results. Furthermore, the research findings are disclosed, accompanied by an assessment of their strengths and weaknesses, if any. This presentation of the research findings facilitates the conclusion of the research results.

The results of this study support the findings in the research of Lini Yuliza (2021), which noted that changes in hijab and Muslim fashion design are often less positive, especially related to violations of sharia principles. Lini Yuliza's research highlights the inadequacy of politeness and halal standards in modern Muslim fashion, showing that more modern and fashionable design trends can change public perceptions. (Yuliza, 2021) The results of this study are in line with the finding that over-commercialization in the Muslim fashion industry leads to a focus on aesthetics rather than sharia compliance, with many fashions using transparent materials and strict designs. These two studies describe the challenges faced by designers and manufacturers in maintaining sharia integrity amid the influence of global trends.

Various views have emerged related to how Muslim designs that are more modern and fashionable, but not in accordance with sharia, affect public perception of Muslim fashion. The following is the concept of the table which is the influence of modern Muslim fashion design on public perception as:

Table 5 Public Perception on Muslim Fashion Design

View	Explanation
Youngsters like Modern Fashion	Young people prefer fashionable Muslim fashion even though it is not in accordance with sharia.
Views of Other Religions	Strict Muslim fashion is considered ineffective in covering the awrah.
Loss of Sharia Essence	Clothing that is not in accordance with sharia is considered to ignore the function of covering the awrah.
The effect of FOMO	The FOMO trend encourages young people to follow fashion without regard to religious values.

Source: interview results

In the table above, it is revealed that modern Muslim fashion design affects public perception, especially among the younger generation. Young people's interest in fashionable fashion, although often not in accordance with sharia, reflects the change in the value of dress. Views from other religions show that tight clothing is not effective in covering the awrah, emphasizing the importance of sharia principles in design. The loss of the essence of sharia and the influence of FOMO exacerbates this challenge, with young people being encouraged to follow trends without regard to religious values. This shows the need for a balance between modern aesthetics and sharia compliance in the Muslim fashion industry. This is in agreement with one of the Muslim fashion consumers at the Thamrin City mall. All individuals should return to personal awareness and strive to wear clothes that are in accordance with sharia. It is important to realize that if the clothes are too tight, it should not be worn, especially if it is only to follow the trend or the phenomenon of "fear of missing out" (FOMO).

From the statement above, it is explained that the development of modern Muslim fashion design has raised various challenges in maintaining a balance between modern aesthetics and compliance with sharia. The younger generation, who are heavily influenced by social media trends, are often caught in a dilemma between the desire to look fashionable and the demand to dress in accordance with religious teachings. This phenomenon shows that there is a shift in values in dressing among the community, especially the younger generation.

From this side, it is clear that public perception of Muslim fashion can change along with fashion trends that are more fashionable but less in accordance with sharia principles. People may think that those who wear modern Muslim fashion only follow trends, not because of a sincere attitude to cover the aurat.

The halal fashion industry faces great opportunities in the global market, because it has great potential to be developed as part of the global halal industry, where the demand for fashion is not only fashionable but also in accordance with sharia, especially in Muslim-majority countries.

Table 6 Challenges Faced by Muslim Designers, Manufacturers, and Consumers

Aspects	Description
Fashion Design	Innovative designs from global trends are often not sharia-compliant; Challenges in Maintaining the Principles of <i>satr al-awrah</i> .
Shifting Fashion Functions	Muslim fashion has gone from simply covering the aurat to a symbol of modern identity and lifestyle; The younger generation is more focused on fashion trends.
Interest in Halal Fashion	Increased awareness of the importance of ethical and sustainable halal fashion products; Consumers are increasingly looking for products that comply with sharia.

Source: interview results

The table above identifies the significant influence of global trends on the halal fashion industry. First, innovative fashion design is often not in line with sharia principles, especially in maintaining the values of *satr al-awrah*. Second, there has been a shift in the function of Muslim fashion, which is now seen more as a symbol of modern identity and lifestyle, especially among the younger generation who prioritize fashion aspects rather than sharia compliance. Third, there is an increase in interest in halal fashion, with consumers

increasingly aware of the importance of ethical and sustainable fashion products, as well as looking for products that meet sharia standards. Overall, this analysis shows that despite the challenges in adjusting to global trends, there are also opportunities to strengthen awareness of sharia values among consumers.

The main challenge faced by the Muslim fashion industry in maintaining a balance between modern aesthetics and sharia compliance. Global trends and foreign cultures have a significant influence on Muslim fashion design in Indonesia. According to Daniel Tumpal H Aruan and lin Wirdana (2020), the potential of the global Muslim fashion market is very large and Indonesia is one of the main markets that is affected by this global trend. Several Muslim fashion industry players, found that global trends, especially those from western and eastern Asian countries, increasingly affect the development of Muslim fashion design in Indonesia.(Aruan & Wirdania, 2020)

Analysis of Muslim Fashion

Another aspect that is a problem is transparent materials and tight clothing in Muslim fashion. Many consumers do not mind using transparent materials as long as they still cover the *awrah*, for example by combining transparent materials with thicker underwear. Although transparent materials can still be overcome by using cuffs or underwear, tight clothing is actually unacceptable because it violates sharia(Mulin, 2024). Transparent clothing is usually layered with additional clothing to keep the body well covered. This is in agreement with one of the Muslim fashion consumers at the Thamrin City mall.

This finding is in line with the results of interviews that show a conflict between fashion trends and religious principles. Yuliza also highlighted that the non-fulfillment of halal standards in Muslim fashion is often caused by pressure from the global fashion industry and consumers' desire to look trendy. As a result, many Muslim clothes that should function to cover the *awrah* are actually a tool to show off or attract attention that is not in accordance with Islamic principles.(Yuliza, 2021)

Table 7 Challenges and Solutions Faced by Muslim Fashion Manufacturers

Challenges & Solutions	Explanation
Design Creativity	Manufacturers must design fashionable clothing, but still maintain sharia principles, such as choosing non-transparent materials and loose designs.
Material & Design Innovation	The right choice of materials and elegant yet loose-fitting designs are key to maintaining a balance between trends and Shariah compliance.
Consumer Education	The importance of educating consumers to understand Islamic values in choosing clothes that are in accordance with sharia.
Adaptation of Sharia Trends & Principles	Maintaining a balance between meeting market trends and remaining compliant with sharia through creativity in sharia design.

Source: interview results

The table above identifies design creativity is important, where manufacturers are required to create fashionable fashion while still complying with sharia principles. Consumer education is also a crucial aspect, in line with Asep explained that helping consumer to understand Islamic values in choosing clothes(Saepudin, 2024). Finally, trend adaptation while still adhering to sharia principles shows the need for activities in appropriate design. This shows that there is a growing social pressure among the Muslim community to follow a fashion that is not always in accordance with sharia principles. This is in agreement with one of the Muslim fashion consumers at the Thamrin City mall.

The halal fashion industry has undergone a significant transformation where there has been an increase in innovation and design, but at the same time, there are concerns about how to maintain compliance with Islamic law. On the one hand, the modernization trend opens up greater opportunities for the development of this industry but also raises challenges in maintaining authenticity and sharia principles in the products produced.(Mustofa, 2019)

Analysis of Muslim Fashion

Some of the significant challenges in the application of the principle of *satr al-awrah*, one of which is the strong influence of global trends on Muslim fashion consumers. Although the world's fashion trends provide a

variety of interesting options, they are not always in accordance with sharia principles, creating a dilemma for consumers who want to stay abreast of fashion developments but also want to comply with Islamic rules. A global trend that is popular, even though the trend is not always in accordance with sharia (Safitri, 2024). His confession reflects the strong influence of global fashion on consumer decisions, even for those who are aware of the importance of implementing sharia dress codes. Interest in new trends is often a temptation, thus posing a challenge in balancing style and adherence to religious teachings.

Many global trends that are attracting the attention of Muslim consumers. However, both emphasized the importance of caution in following the trend as they argued that consumers should always consider whether the trend is in accordance with sharia or not before adopting it (Chusna, 2024). The current trend of Muslim fashion only focuses on aesthetics, without paying attention to religious values. However, not all respondents felt that there was a significant conflict between fashion trends and sharia. This is in agreement with one of the Muslim fashion consumers at the Thamrin City mall. For example, fashion trends can be followed as long as the person who wears them can mix and match properly, so that it still meets sharia principles (Safitri, 2024).

This provides a more flexible view on the application of sharia principles in dressing. Doing the right mix and match, consumers can follow the latest fashion trends without ignoring religious values. This shows the potential to combine fashion and sharia, as long as it is done wisely. Halal lifestyle in Muslim fashion also includes the selection of materials that are in accordance with Islamic principles (Asiyah & Hariri, 2021). Halal in Muslim fashion also includes ethical aspects in the production process, which means paying attention to the welfare of workers and fair business practices.

The importance of halal aspects in Muslim fashion was highly emphasized by the respondents. The halalness of Muslim fashion is not only related to trends, but also to the fulfillment of religious obligations, namely covering the *awrah* in a way that is in accordance with sharia (Ayyah & Murniningsih, 2021). Maintaining the integrity of the halal lifestyle which covers all aspects of a Muslim's life are needed (Siddiqui, 1976). Although they lack a deep understanding of the concept of *satr al-awrah* in Muslim fashion. There are many benefits that can be obtained from applying halal principles in Muslim fashion, several challenges are also faced by business actors in maintaining product conformity with sharia principles.

The main challenge in the application of the principle of *satr al-awrah* is how consumers are often influenced by global trends that are not always in accordance with Islamic law. Although fashion trends provide many attractive options, it is important for Muslim consumers to stick to their religious principles in choosing clothes. This is in agreement with one of the Muslim fashion manufacturers in the Thamrin City mall. Muslim fashion has a large market, both at home and abroad. The challenge is how we can maintain compliance with sharia in the midst of rapid global trends.

There are several important points that can add perspective in understanding the role of *satr al-awrah* in study by Zainy that the principle of *satr al-awrah* in Islam aims to protect the *awrah* (Zaini, 2022). This shows that Muslim fashion is not only to cover the *awrah*, but also as part of a spiritual commitment to live a lifestyle in accordance with sharia. Similar with the previous study by Alawiyah showed the muslim fashion design accordance with the principles of *satr al-awrah* can be an integral part of a modern lifestyle that remains rooted in religious teachings (Alawiyah et al., 2020).

Innovation is the key to facing challenges in implementing *satr al-awrah* in the midst of global trends. The use of technology such as digital fashion and e-commerce, can help expand access and reach of Islamic fashion. The combining muslim fashion industry technology, in line with Siddiqui said the technology and creativity of Muslim fashion industry can present products that not only meet the needs of the market but also remain faithful to Islamic principles.

CONCLUSION

This research shows that there is a fundamental change in the design and function of Muslim fashion. Globalization, social media, and global fashion have encouraged the development of the halal fashion industry, but it has also created a dilemma between aesthetics and compliance with sharia principles. So, the Muslim fashion industry in Thamrin City Mall must continue to innovate by maintaining sharia values in every product produced. The biggest challenge in the Muslim fashion industry is how to balance between following modern fashion trends that consumers are interested in while still maintaining compliance with sharia. Muslim fashion design also includes not only aesthetics, but also *satr al-awrah* as halal aspects, also materials, production processes, and worker welfare. Overall, although Muslim fashion continues to evolve as part of global trends, it is important for manufacturers and consumers to continue to maintain religious values and spiritual commitment in selecting and producing clothing that is in accordance with *satr al-awrah* and halal principles.

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