

APPAREL AND ACCESSORIES

The Modist launches its own label, Layeur

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Layeur by The Modist is the platform's new private label. Image credit: the Modist

By STAFF REPORTS

Online retailer The Modist is responding to the need for fashionable modest pieces by introducing its own private label.

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The brand, called Layeur, will join the many others hosted on The Modist's online marketplace, which caters to women who want to dress luxuriously but modestly. Layeur will incorporate the philosophical elements at the heart of The Modist into its overarching design process.

"We believe that a multitude of layers make up who you are," said Ghizlan Guenez, founder and CEO of The Modist, in a statement. "They tell your story and with the launch of Layeur, a luxury label dedicated to creating must-have pieces for the modern, modest dresser, we want to celebrate that.

"We really listened to our customers, considering their needs and desires when approaching design, from the opacity, weight and cut of the fabric ensuring women get the coverage they need whilst also the fashion and comfort that fuels how they feel."

Layeur by The Modist

The Modist was founded on the idea that women who want to dress in a modest style should have access to luxury goods that cater to that need.

Ms. Guenez has run the company with that philosophy in mind since its inception. Now, The Modist is taking things a step further by introducing its own brand of luxury women's wear that will adhere to those same ideas.

Layeur will include dresses, pants, blouses, outerwear and more, all designed with modesty and comfort in mind.



A piece from the brand's first collection. Image credit: The Modist

Ms. Guenez stresses that the pieces will be just as stylish and fashionable as the luxury brands found on The Modist's marketplace. These pieces will work for women in the platform's home country of the United Arab Emirates, or for any woman who wants a similar style.

The brand launched on Apr. 24 exclusively on The Modist's online store and is available around the world.

Last year, The Modist leveraged growing global demand for modest apparel by demonstrating that the \$484 billion market segment does not need to sacrifice high-end fashion to fit consumers' values.

Launched on International Women's Day March 8, The Modist is dedicated to providing women with contemporary and fashionable styles for those adhering to codes of modesty, whether the choice is based on age, faith, culture or ethnicity. The Modist also doubles as a fashion hub, offering curated looks and collections that allow consumers to express individuality via fashion, but remain true to their personal values ([see story](#)).

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