

APPAREL AND ACCESSORIES

The Modist brings modest fashion worldwide through Farfetch

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The Modist launched its ecommerce Web site in 2017

By STAFF REPORTS

Online retailer The Modist is now working with Farfetch in the hopes to expand luxury modest fashion worldwide.

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The Modist is hoping to tap Farfetch's wide research to help woman around the world dress in modest, but still fashionable clothing. With a deep background in the Middle East, the goal is to bring the brand's consumer what it believes is the best curated fashion.

"We are thrilled to be partnering with Farfetch focused exclusively on luxury modest fashion that changes the fashion game," said Ghizlan Guenez, founder and CEO of the Modist, in a statement. "We both recognize the complementary nature of our businesses and with Farfetch's global reach and The Modist's deep understanding of the consumer in the modest fashion market, we will reach our woman worldwide, bringing her the best of fashion in a relevant and curated way.

"As we grow our partnership with Farfetch, we continue to drive The Modist with the purpose of empowering women and heralding a new era of diversity and inclusiveness," she said.

Global partnership

Farfetch is helping the Modist bring its fashion to a global audience in a move that both companies feel will help diversity.

"Having a home-grown Middle East e-tailer as unique as The Modist join the Farfetch family and extend their modest offer to a global customer is an exciting opportunity," said Edward Sabbagh, managing director of Farfetch Middle East, in a statement.

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Breaking boundaries with style and grace and defining what it means to do the most, we're wishing two #ModistMuses each very Happy Birthday. May all their dreams come true, and then some... @Halima #HalimaAden @TheSineadBurke #SineadBurke #ModistMuse @taylortupy @nathanpask for #TheMODMagazine

A post shared by The Modist (@themodist) on Sep 19, 2018 at 8:55am PDT

The Modist includes 180 curated brands that focus on diversity. The retailer has only opened last year but is expanding significantly to reach a global audience.

Earlier this year, the online retailer recently responded to the need for fashionable modest pieces by introducing its own private label.

Its brand, called Layeur, has joined 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 ([see story](#)).

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