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Nordstrom introduces high-end hijab collection

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A silk blend hijab from H&H. Image credit: Nordstrom

By LUXURY DAILY NEWS SERVICE

U.S. department store chain Nordstrom has launched an exclusive hijab collection as it looks to diversify its offerings.

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Nordstrom began working with Henna & Hijabs earlier this year to create a collection of hijabs in versatile prints, rich colors and fabrics. More high-end retailers are appealing to affluent Muslim consumers with modest items and culturally-tailored campaigns.

"We are honored and excited to be partnering with Henna & Hijabs (H&H) to create a thoughtfully designed collection of hijabs for our customers," said Jen Jackson Brown, executive vice president and president of Nordstrom Product Group, Nordstrom, Inc., in a statement. "We look forward to continuing to evolve our assortment, while listening to our employees, customers, brand partners and neighbors along the way.

"We hope this collection provides a sense of pride, excitement and confidence for an otherwise underrepresented community of women," she said.

Nordstrom x Henna & Hijabs

Based in Minneapolis, MN, H&H is a Black-, women-owned business. The company designs hijabs that are ethically responsible, using materials such as jersey, silk and viscose.

H&H's collection with Nordstrom includes five styles, including an underscarf, suited for everyday wear or special occasions.

The pieces are made with breathable fabrics for the summer and are available in soft colors or feminine prints. H&H offers rectangular and square-cut fits, and each purchase includes a signature pin for fashionable and secure fastening.



[View this post on Instagram](#)

A post shared by Henna and Hijabs (H&H) (@hennaandhijabs)

H&H celebrates inclusivity in several forms

"I am grateful to find collaborators that are committed to creating a place where every customer is welcome, respected, appreciated and able to be themselves," said Hilal Ibrahim, founder and CEO at H&H, in a statement. "Henna & Hijabs' mission is inspired from a place of inclusion and representation.

"As an entrepreneur and designer, I hope our new partnership with Nordstrom and this collection of hijabs will offer millions of underrepresented women a favorite new addition to their closet, but also inspire them to reimagine what is possible and find inner strength," she said.

The H&H collection is now available online and in-store.

Other retailers are also introducing special collections of Muslim-friendly merchandise, but there is more room for growth.

This spring, online retailer Farfetch launched a Ramadan campaign highlighting exclusive collections from 30 Middle Eastern and international designers.

The effort took on various interpretations of modest dressing, showcasing 200 styles for Ramadan and Eid al-Fitr. The collection was available exclusively on Farfetch ([see story](#)).

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