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RETAIL

Farfetch celebrates Ramadan through curated capsule

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The capsule and campaign focus on the myriad of ways to interpret modest dressing. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Farfetch has unveiled a new capsule collection, including more than 70 international and Middle Eastern designers, in honoring the Ramadan holiday.

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Shot in Dubai by Clark Franklin and Amirah Tajdin, the corresponding "Modestwear Through Choice" campaign showcases a celebration of modesty and its varying interpretations. The exclusive capsule collections will be available through May exclusively on farfetch.com.

Choosing modesty

The newly released campaign brings modesty into the spotlight while placing a number of brands in front of Farfetch's vast audience.

Participating brands include Ahlam Shahin, Altuzarra, Amal Al Raisi, Atelier Zuhra, Bambah, Baruni, Bhogossian, Chopard, Dania Shinkar, David Morris, Didon Jewellery, Dina Melwani, Dolce & Gabbana, Elle B Zhou, Euphoria, Gaby Charbachy, Hamsa by Sharifa Alghanim, Hashimi, Jennifer Behr, JW Anderson, Kojak Studio, Kwiat, Laith Maalouf, Malone Souliers, Michel Kabbany, Missoni, Nicholas Kirkwood, Noor Al Bahraini, Off-White, Oscar De La Renta, Proenza Schouler, Pucci, Rayane Bacha, Sachin & Babi, Sem Sem, Shatha Essa, Tasaki, Yataghan Jewelry, Yoko London, ZAC Zac Posen and Zaid Farouki.

This year, the retailer included more than 70 designers around the world. Image credit courtesy of Farfetch

Each capsule offers a unique interpretation of today's most favorable trends, from fine jewelry and watches to kaftans and modest evening wear to relaxed loungewear and footwear.

Farfetch also tapped 14 members of its community to create personalized edits on the platform celebrating choice.

Similarly, last year, Farfetch launched its Ramadan campaign highlighting exclusive collections from 30 Middle Eastern and international designers.

In a similar fashion, the campaign took on various interpretations of modest dressing, showcasing 200 styles for Ramadan and Eid al-Fitr (see story).

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