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COMPARISON OF MALAYSIAN DESIGNERS' CLOTHES FOR THE EID FESTIVAL IN 2023

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Abstract:

Fashion design nowadays is a fashion trend that is the best alternative for Muslim women who want to cover their aura with an attractive style. With various options, Islamic clothing is not considered conservative or outdated. Therefore, fashion design should be more contemporary, following the Islamic characteristics of a Muslim, and suitable for use by all nations. In this paper, the researcher will look at the fashion used in the design production of the trends Eid Festival for 2022-2023. Fashion trends are an essential element in determining the concept of clothing design. As a trend of the forecasting concept, several things significantly impact the fashion industry. Forecasting fashion, technology, and cultural trends is a critical part of the marketing business committed to recognizing consumer behaviour patterns and assisting organizations and brands in connecting with consumers. It will impact popularity and lifestyle through the choice of colours and fabrics. It necessitates scientific knowledge as well as creative thinking. Thus, fashion forecasting is a branch of the fashion industry concerned with predicting future fashion trends regarding colours, design techniques, textile materials, and other factors influencing consumer demand.

Keywords:

Design, Eid Festival, Fashion, Muslimah, Trends

Introduction

Many clothing designs for the Eid Festival are available in the market today. Various types of design, fabric, colour, and decoration produced by designers and clothing manufacturers will have more impact on the method created. However, Islamic characteristics as a Muslim must be applied before a design is made. This paper aims to define Eid Festival trends for 2022-2023 according to three leading brands. *Aurat* is a principle in Islam, especially for women who have reached puberty. Muslim women are now more fashionable with various clothing designs, but they need to be wise in choosing designs that suit their body shape. Aspects that need to be considered are design, material, colour, type of fabric, and decoration that will be used together. While many designs and clothing intended to be worn by Muslims are available widely in the market, finding clothing aligned with the Islamic dress code regarding materials, patterns, and colours still needs to be clarified. "Every year, fashion centres in Europe and America come up with the latest design. And what have they designed? Another way of not covering the body". (Baig 2012). Exposing clothes that do not comply with Islamic rules will negatively impact younger Muslims. Using clothes that do not cover *aurat* will result in forgetting the rules and guidelines of proper clothing.

The Meaning and Early History of the Eid Festival

Aidilfitri is a celebration for Muslims. This holiday is also known as Fasting Day or *Lebaran* Day. Today, Muslims have become synonymous with purifying the soul and cleansing sins by forgiving each other and making friends.

The Meaning of Aidilfitri

Literally, 'Aidilfitri' means 'return to nature; that is, returning to the origin of human existence, which is pure, clean of sin, like the condition of a newborn baby. The word '*fitriah*' means 'back to eat breakfast'. So, on the day of Aidilfitri, it means back to breakfast, unlike the month of Ramadan, where there is no breakfast, and it is obligatory to fast. This meaning is linked to the hadith of the Prophet Muhammad SAW, who said:

"Whoever fasts Ramadan based on faith and hopes for a reward from God, then his past sins will be forgiven."

(Hadith Narrated by Bukhari and Muslim)

After that, the obligation to perform the fasting of Ramadan in year two of the Hijrah came down. The

Prophet SAW said:

"Indeed, Allah replaced those two celebrations, namely Aidilfitri and Aidiladha."

(Hadith History of Abu Daud and Nasai)

Muslims first celebrated Hari Raya Aidilfitri after the Battle of Badr on 17 Ramadan in the 2nd year of the Hijrah . (Nasr, S. H. 2015). In that battle, the Muslims won even though 319 Muslim soldiers were against 1,000 Quraysh infidels' that year; the Prophet SAW and his companions celebrated two victories, namely the victory in the Battle of Badr and the victory in conquering Lust during a month of fasting. This is where the expression '*Minal 'Aidin wal Faizin*' was born, which is the complete expression of the Muslim prayer at that time.

A Category of Designs Worn by Women During the Celebration of Eid Festival

Jubah

Usually, robes will be the choice of women to be styled on this Eid because they can create a polite character in the wearer and look more relaxed than modern fashion clothes. A-line or princess-cut robes will usually be worn. In addition, colour matches that are not too bright or bright are avoided because they do not want to appear excessively and respect the festival. Flora or "plain" motifs are always their choice.

Baju Kurung Pahang

Baju kurung Pahang is a polite baju kurung with a pesak on the body, so the body's cut will look manageable. This cloth is a choice because it seems more stylish even if the cut of the body is not highlighted.

Baju Kurung Kedah

Baju kurung Kedah does not highlight the body cut too much. Only the part of the cloth is a little short to the thigh level of the wearer. It is loose and maintains the appeal to the wearer.

Baju Kurung Traditional

Most women and even Malay girls choose normal baju kurung because it is more accessible, polite, and elegant, even in normal baju kurung. This cloth can create and highlight a Malay girl's aura and be courteous enough to be styled at Eid Festival.

Fashion Forecast for Trends

Fashion forecasting is a global career that focuses on upcoming clothing trends. Fashion forecasters usually predict the colours, fabrics, textures, materials, prints, graphics, beauty/grooming, accessories, shoes, street styles, and other styles that will be presented in the store for the coming season. Fashion must continue innovating to enhance the brand's image and maintain it as a pioneer. Executives use long-term forecasts (over two years ahead) for corporate planning. It is also a marketing strategy to ensure clothing brands remain competitive. Fashion Forecasts can help design ideas for a brand based on the trends made according to a particular season. Trend forecasters work in each industry, using data obtained from sales in the past to anticipate future opportunities as well. Fashion forecasting is a field in the fashion industry concerned with predicting upcoming fashion trends in terms of colours, styling techniques, fabric textures, and more, and will indirectly increase consumer demand.

Fashion forecasting emerged as an industry in line with mass production and retail development and became a serious industry after the end of the Second World War. Recent changes to the fashion industry have been reflected in how prediction information is sourced, compiled, and utilized. There has been a shift from the 1960s onwards in the dominance of single fashion trends to a more pluralistic approach, mirroring the expansion of mass communication and increasing consumer sophistication. (McKelvey, K., & Munslow, J., 2009). This has created a gradual repositioning from a marketplace that was defined by both the designer levels influencing the middle and mass market, creating designs and trends that 'trickle down' to the commercial high street and the converse effect of street styles and subcultures inspiring designers, to one which is focused on individual and fragmented into niche markets, where the consumer's aspiration is brand-led, and lifestyle is driven.

During the post-war period, forecasting companies compiled stories and themes each season that were easier to predict as the market moved slowly. Prediction information was collected into books that could deliver visual and tactile information. literature review aims to offer an overview of existing scholarly research on Control Theory in Psychology and the presence of a conceptual control system in humans from an Islamic perspective. Numerous studies have explored control-related terminology within the fields of both psychology and religious studies.

There Are Five Fashion Brand Prediction Trend Methods

The trend forecasting process is different for each brand. Women's clothing brands, for example, invest more in micro-trend analysis than men's because they release more collections each year. Forecasts also depend on the size of the company and its target market, but there are several reliable ways to predict brand trends.

With Internal Trend Forecaster

Prominent fashion brands are often vertically integrated, meaning their trend predictions are done internally. This allows fashion forecasters to work directly with the product development team to create a new product.

With Trend Forecasting Agencies

More prominent brands that are not vertically integrated often turn to the expertise of trend forecasting agencies, where they produce trend research reports for a fee.

By Going To A Fashion Show

Before the advent of the internet, trend forecasters did most of their research at fashion shows, where they recorded the most striking and compelling looks and then brought that information from the catwalk to product developers of chain stores and fashion magazines like Vogue. This is called a "top- down" prediction and has to do with how the fashion trend flows down from haute couture runways to street shops.

By Looking At Influencers

Today, trend forecasters are also starting to look at influencers, street styles and blogs to get information on the latest trends. This is called "bottom-up" forecasting, which involves closely monitoring the target market to predict demand for future trends.

By Looking At Other Industries

Fashion designers for small industries may stay away from trend forecasting altogether, instead creating mood boards based on art, film and nature to inspire their unique collections. Most trend forecasters rely on a combination of "top-down" and "bottom-up" predictions, in-depth knowledge of the fashion process and their own intuition to make fashion predictions.

Factors That Should Be Include in Marketing of Islamic Clothes

Climate Friendly

Climate is a factor in designing clothes. Types of climates will affect the selection of fabrics and other materials. In a country that is known for its tropical climate, fabrics made of cotton are appropriate to provide absorption.

Suitable with the Culture

Besides materials, the clothes must follow the culture of their surroundings. Therefore, it is essential to synthesize the traditional Malay styles with international elements.

Suitable through Age

Age is considered another factor in designing clothes. The aging process affects the taste and fetishes, which in turn will affect their choice of certain clothes or garments. Different age groups are attracted to different styles of designs, motifs, patterns, and colors.

Suitable with its Purpose

The designer must also consider the purpose of the clothing. Clothes serve various roles in our everyday life, whether it is intended to be casual or formal.

Cost

The clothes themselves must be economical. Types of fabrics must be appropriate in terms of cost to make it easier to purchase or obtain.

Design and Marketing

The aspects mentioned above are considered a mixture of beauty and morality. Beauty is a factor the wearer adores, whereas morality is an element Allah appreciates. As a result, the assimilation of beauty and morality in designs is considered ethical. It increases its aesthetical values, which has the potential to attract various Muslim communities to appreciate and embrace the beauty of Islam. Previous research conducted among Muslim female students suggests that the perception of the current trends in Islamic attire is high. In comparison, the perception of clothes that follow the Islamic dress code is somewhat moderate. The perception of the demands to follow the dress code is high. (Ahmad, S. 2004).

An Important Factor That Needs to Be Emphasized by the Designer Before Designing

Creativity is undoubtedly allowed, but some things should not be changed. "National Literary Siti Zainon Ismail".

For those who are very concerned about style and fashion, there may be some shame that what is styled is out of date: seasons come and go, and so do clothing fashions, which can cause stress due to chasing the current style. However, what is new is not necessarily better, say local historians and cultural experts, as Malaysians are now looking for Hari Raya Aidilfitri clothing to wear during the festival week. This is something that designers of Raya clothing need to pay attention to by putting a new twist on traditional clothing, said National Artist Siti Zainon Ismail to Malaysia Now.

Commenting on the trend followed by many young designers who often modify or "modernize" traditional clothes, he said there is nothing wrong with being creative. However, he urged them to be more culturally sensitive and appreciate the aesthetics of Malaysian culture when creating clothing designs. "However, today's young generation often ignores the question of decency, an important part of every culture." Siti said attempts to re-design traditional clothes can sometimes go beyond the limits, from just showing creativity to underestimating the value and aesthetics of the traditional clothes. She also added that Hari Raya Aidilfitri is celebrated once a year. Malays need to take this opportunity to practice cultural customs by showing off traditional clothes when visiting family and asking for the blessings of their parents. The design

of traditional clothing is sometimes an issue of debate in Malaysia. In 2018, fashion designer Rizalman Ibrahim was also criticized for his "Bollywood" inspired Raya collection. He and the celebrity Izara Aishah, who was involved in the project, were criticized for using aspects of Indian culture in their designs. Some fashion industry players agree that certain standards must be maintained regarding traditional clothing. Siti explained that in designing a new version, a designer should appreciate the original version before creating a new version. "We need to respect our culture and tradition. Not that we are trying to destroy it. "There's nothing wrong with making new designs, but don't forget old designs with their historical value."

Comparison of Eid Festival Clothing Designs from Malaysian Designers For 2023

The researcher chose three well-known Malaysian businesses to be studied in terms of design, material, colour, and ornamentation used in their designs. Rizman Ruzaini, Rico Rinaldi, and Fizi Woo are the famous three fashion labels. When the festive season comes out, they will launch a new clothing collection, which tends to become a seasonal trend. These designers' creations have been favourably received and are popular among women of all ages. Furthermore, the costs of their design collections start from RM199.00 to RM4.000.00, allowing purchasers to select patterns within their pricing range. The moods, behaviours and purchasing habits of consumers are predicted via fashion trend forecasting. It is no longer necessary to categorize your consumers based on their sociodemographic and demographics. There is no forecaster for the forthcoming fashion industry trend in Malaysia. Malaysian designers frequently consult international forecasters for inspiration while creating a design, such as WGSN or trendwatching.com. (Umar, N. F., & Saleh, N., 2022).

Forecasting fashion trends predicts consumer moods, behaviours, and purchasing habits. It is no longer enough to identify your clients based on their age, geography, or income; instead, consider how and why they buy based on their mood, beliefs, and the occasion. Forecasting entails more than just attending runway events and identifying prospective trends that may be copied at a reduced cost (though this is a component of it). It is a process that involves colour and style shifts, changes in lifestyle and purchasing patterns, and new ways of doing business. Understanding the trend forecast is more difficult than it appears. Deepak Singh believes that forecasting decisions are heavily influenced by the prediction method end user.

Table 1: Comparison of Design Collections from Designer






Designer	Description of design Collection for 2023	Details & Silhouette	Fabric Material & Colors
1. Rizman Ruzaini	<p>This year's designs are more suitable for daily wear and formal events and prioritize the wearer's comfort. Available in various colors and equipped with a signature brooch for an added premium touch. With ten brand-n prints and color ranges. Designers use checkered and printed motifs</p>	<ul style="list-style-type: none"> - A-line shape - Checked prints - Godet skirt - Printed - Puff sleeves 	<ul style="list-style-type: none"> - Gabardine Poly - Heavy Crepe - Poly Gabardine - Crepe - Black - Cream - Carnation - Dusty blue - Grey - Green - Lilac - Light pink - Maroon - Mauve - Mint - Pink - Shocking pink - Sunset - Salmon - Turquoise - Violet - Yellow
			
			
			

Table 68: Comparison of Design Collections from Designer

Designer	Description of design Collection for 2023	Details & Silhouette	Fabric Material & Colours
I.Rico Rinaldi 	The Modern Kurung is from this year's Summeraya collection Rico Rinaldi, featuring 'Sulaman Kerawang' on the top edge with a loose-cut baju kurung. It features a back zip opening bell sleeves and paired with a floral print skirt with ruffles. It features delicate 'openwork embroidery' on the top with a loose-cut baju kurung. It features a hidden zip opening at the back bell sleeves and is paired with a floral print skirt with draping. A range of modern kurung, kebaya, kurung labuh, kurung kedah and many more.	<ul style="list-style-type: none"> - Bell sleeve - Draping skirt - Embroidery - Mermaid skirt - Loose cutting - Skirt with ruffles 	<ul style="list-style-type: none"> - Printed soft crepe with embroidery - Soft cotton crepe - Soft-printed crepe - Soft plain crepe - Soft cotton crepe with embroidery - Printed soft crepe with embroidery - Black - Cream - Carnation - Dusty blue - Dusty Green - Grey - Green - Lilac - Light pink - Maroon - Mauve - Mint - Orange - Pink - Sunset - Salmon - Turquoise - Violet - Yellow

Table 3: Comparison of Design Collections from Designer

Designer	Description of design Collection for 2023	Details & Silhouette	Fabric Material & Colours
I. Fizi Woo 	As a tribute to the Mughal Empire, this Fizi Woo collection celebrates the luxury of Indian embroidery art infused with the classic Malay traditional Kurung style. This collection respects the value of the Mughal royal family bond. The designer wanted the wearer to feel and experience the narrative through the pieces.	<ul style="list-style-type: none"> - A-line kurung - Instant pario cut skirt with lace detail - Pleated - Puff sleeve - Mermaid skirt - Peplum - V neckline with pleated detail 	<ul style="list-style-type: none"> - Cotton Polyblend - Lace - Black - Cream - Carmine red - Dusty blue - Green - Lavender - Maroon - Mauve - Mint - Navy blue - Salmon coral

Analysis and Findings After Making a Comparison Between Three Famous Designers

Based on the comparison made between three famous fashion women's clothing brands in Malaysia, although each designer draws inspiration from different sources, they all uphold a traditional identity by utilizing cultural references and elaborate traditional needlework sewing skills in their garment creations. The wearer's comfort is given priority in this year's designs, which are more suited for casual and formal occasions. Available in various hues and with a trademark brooch for a more upscale feel. Eleven all-new print and colour palettes. Designers use checkered and printed themes. Rizman Ruzaini. For his Summeraya this year, Rico Rinaldi introduced The Modern Kurung, a baju kurung with 'Sulaman Kerawang' on the upper edge that fits loosely. It pairs with a flowery pattern skirt with frills, bell sleeves, and a back zipper.

The baju kurung is loose-fitting, and the top includes exquisite "openwork embroidery." It is paired with a floral pattern skirt with draping and has bell sleeves with a secret zip opening in the back. modern kurung, such as kebaya, kurung labuh, kurung kedah, and others. This year, Fizi Woo used the Mughal Empire as inspiration for his design, exhibiting fine Indian embroidery skills combined with the classic Malay Kurung look. The Mughal royal family's connection is significant, and this collection recognizes it. According to the designer, the user was meant to perceive and experience the narrative through the pieces.

For details and silhouettes Rizman Ruzaini used an a-line shape, checked prints, Godet skirts, Printed techniques, and puff sleeve shapes for his design collection. At the same time, designer Rico Rinaldi made a looser cut by including bell sleeve-shaped elements in the draping skirt. There is also embroidery on some parts of the garment, such as the end of the sleeve and the end of the shirt, the mermaid skirt, and the skirt with ruffles. For Fizi Woo, this designer uses an a-line design on the baju kurung and matches it with instant pario, using lace fabric, pleated puff sleeve, mermaid skirt, peplum and v- neckline with pleated detail. There are similarities between the designers regarding their puff sleeve shape, pleated details and mermaid skirt designs.

In terms of the use of fabric, material and colour, Rizman Ruzaini chooses to use materials from gabardine poly, heavy crepe and crepe. In contrast, the colours used are black, cream, carnation, dusty blue, grey, green, lilac, light pink, maroon, mauve, mint, pink, shocking pink, sunset, salmon, turquoise, violet and yellow. Rico Rinaldi uses materials from printed soft crepe with embroidery, soft cotton crepe, soft-printed crepe, soft plain crepe, soft cotton crepe with embroidery and printed soft crepe with embroidery. The colours used are black, cream, carnation, dusty blue, dusty green, grey, green, lilac, light pink, maroon, mauve, mint, orange, pink, sunset, salmon, turquoise, violet and yellow. The Fizi Woo designer uses materials from cotton polyblend and lace. Among the colours used are black, cream, carmine red, dusty blue, green, lavender, maroon, mauve, mint, navy blue and salmon coral. There are similarities in the use of crepe material and the use of the same colour for these three designers.

Conclusion

The Muslim fashion industry is one of the most thriving industries today, providing good profits to the contemporary fashion industry and gaining a place internationally. (Hassan, S. H., & Harun, H. 2016). Creativity and innovation are essential in improving the image and performance of the Muslim fashion industry and hijab fashion, which is increasingly advanced and developed not only in the Islamic world, such as Malaysia. The reasons for the rapid growth of the Muslimah fashion industry are not related to the factors that contributed to the rise of the capitalist system but rather to the development of the Islamic Revival since the 1970s, a series of awareness of Islamic life, and adherence to Islamic Sharia or Islamic law in most Islamic countries. (Ni'mah, Z., Arif, M., & Naim, C. A. 2022). In addition to the Muslimah fashion industry's rapid growth, the international fashion market now acknowledges the legitimacy of Muslimah fashion designers and female entrepreneurs from Malaysia who portray Islam in a dynamic, distinctive, polite, modern, and growingly well-liked design environment among domestic and international fashion enthusiasts. The Muslimah fashion sector is growing quickly in Muslim nations like Malaysia and in Europe like the United States. A huge and significant industry in the nation, with yearly turnover exceeding hundreds of billions of USD, is the identity and image of modest Muslim fashion.

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