

CONTENTS

Illustrations	vii
Acknowledgements	xi
1 Introduction	1
2 Biographies in Dress	17
3 Geographies of Hijab	43
4 Navigations of Style	71
5 Diversity Contested	103
6 Covering Concerns	131
7 Hijab Online	161
8 Islamic Fashion Scape	189
Afterword	229
Bibliography	231
Index	239

ILLUSTRATIONS

2.1	Rezia Wahid in her studio, South London.	20
2.2	Family portrait taken in Bangladesh with Rezia and her younger sister dressed as boys.	21
2.3	A page from Rezia's sketchbook.	23
2.4	'Istanbul' hand woven by Rezia Wahid.	25
2.5	Dance performance of Rezia's textiles Rich Mix Centre, London, 2007.	26
2.6	Shazia in New York.	28
2.7	Shazia Mirza dressed for performance, 2001, with T-shirt version.	29
2.8	The Mirza family with Shazia.	30
2.9	Shazia experimenting with hijab, 2003.	32
2.10	Humera Khan at home, 2005.	34
2.11	Humera and friends as teenagers in their 'Soul' days.	36
2.12	Humera's wedding.	39
3.1	Pro-Hijab Conference, City Hall, London, 2004.	44
3.2	Gay rights protesters objecting to the presence of Sheikh Yusuf Qaradawi at the Pro-Hijab Conference, City Hall, London, July 2004.	44
3.3	Oxford Street, 2005.	46
3.4	Pro-Hijab activist protesting outside the French Embassy, London, September 2004.	53
3.5	Razanne doll, popularly known as 'Islamic Barbie', as advertised on the internet by the American Company. Noor Arts, 2005.	55
3.6	Three friends dressed up for the Global Peace and Unity event, London, 2008.	56
3.7	Niqab hunting. Press photographers at the Pro-Hijab Conference chasing after images of women in face veils, London, July 2004.	58
3.8	Censored images from the series, 'The Witness of the Future', Islamic Project, AES Art Group, 1996.	59
3.9a	Metropolitan Police 'Anti-Terrorist Hotline' Poster in the London Underground, 2004.	60
3.9b	Fatima in niqab, posing with her granddaughter at a community centre in North London, 2006.	61
3.10	Fashions in hijab tying, Oxford Street, 2007.	66
3.11	Anonymous cartoon in circulation on Islamic Web sites, 2005.	67

4.1	Zarina Saley with her brother, Mohammad, and friend, Arige at an exhibition opening at the Rich Mix Centre, London, 2007.	72
4.2	Sukina and Muneera of Poetic Pilgrimage, Rich Mix Centre, London, 2007.	74
4.3	Zarina with her mother in her early hijab days.	79
4.4	Zarina and her friend dressed up for a party.	80
4.5	Album cover for Poetic Pilgrimage.	81
4.6	Sukina and Muneera of Poetic Pilgrimage.	82
4.7	Sukina and Muneera performing at the Rich Mix Centre, London, 2007.	88
4.8	Muneera.	90
4.9	Hijabi Cool. Rich Mix Centre, 2007.	93
4.10	Laura in East Africa.	94
4.11	Laura, teaching in East Africa.	95
4.12	Soumaiyah in the underground.	96
4.13	Soumaiyah with a friend.	96
4.14	Sumaiyah's 'Egyptian hijab'.	96
4.15	Sumaiyah pops to the local shop in an abaya.	97
4.16	Shireen.	99
5.1	The Jilbab controversy in the headlines.	107
5.2	Hizb ut-Tahrir activists and protestors marching to the French Embassy, London, January 2004.	111
5.3	Audience at a conference on hijab organized by Hizb ut-Tahrir, Willesden Green, London, February 2004.	113
5.4	Speakers at the hijab conference organized by Hizb ut-Tahrir, Willesden Green, London, February 2004.	116
5.5	Hizb ut-Tahrir protest, Hyde Park, London, January 2004.	120
5.6	Flier advertising Hizb ut-Tahrir hijab seminar in Nottingham, 2004.	123
5.7	Children's one-piece hijabs purchased in Whitechapel, London, 2007.	126
6.1	Prisoner's masks, Nordic Museum, Stockholm.	134
6.2	Niqab wearing, Whitechapel Market and Green Street, East London, 2007–2008.	135
6.3	Interior of Arabiannites boutique, Whitechapel, 2007.	139
6.4	Lecture on niqab at the Brady Centre, Whitechapel, as shown on YouTube.	142
6.5	Media coverage of 'The Jack Straw Controversy', 2006.	145
6.6	Writer and activist Na'ima Robert giving a speech at the Urban Muslim Woman's Event, Marriott Hotel, London, 2008.	153
7.1	Thehijabshop.com advert.	162
7.2	Cindy van den Bremen's desk with tennis Capster displayed. Eindhoven, The Netherlands, 2005.	163

7.3	Homepage of thehijabshop.com, 2007.	165
7.4	Colour co-ordination interactive display feature.	166
7.5	T-shirts from The Muslim Baby Shop.com, on sale at IslamExpo, Olympia, London, 2008.	167
7.6	The Hijab Shop newsletter.	168
7.7	Wahid Rahman at work, Brick Lane, London, 2005.	169
7.8	Shopping for hijabs in Queens Market, Green Street, West Ham, London, 2007.	171
7.9	Cindy van den Bremen as pictured on her Web site and aged seven.	173
7.10	Prototypes of Capster designs from Cindy van den Bremen's sketch books.	175
7.11	Capsters: outdoor, tennis and skate.	177
7.12	Hijabs, thehijabshop.com.	180
7.13	Silk Route sports jilbabs, as advertised on The Hijab Shop Web site.	182
8.1a	Masoomah jilbabs on sale at the Global Peace and Unity Event, ExCel Centre, London, 2008.	192
8.1b	Sadia Nosheen, designer and founder of Masoomah.	193
8.2	Islamic swimwear from Turkey as advertised on the Web site of Primo Moda.	195
8.3	Anas Sillwood of Shukr and some of the clothes advertised on his Web site in 2008, including a bag with the Prophet's sandal motif.	196
8.4	Shukr homepage.	201
8.5	Shukr clothes on sale at the Global Peace and Unity Event, ExCel Centre, London, 2008.	204
8.6	Clothes as advertised on the Afaaf Web site, 2007.	205
8.7	Model posing on the Arabiannites Web site, 2008.	207
8.8	Interior of Arabiannites boutique, East London.	209
8.9	Arabiannites abaya.	210
8.10	First collection of Lareine jilbabs on display at the Global Peace and Unity Event, London, 2008.	211
8.11	'Throw yo' hands' hoodie, as advertised on the Elenany Web site, May 2009.	212
8.12	<i>Dua</i> (prayer) pattern, Elenany.	213
8.13	Lawung men's thobes, IslamExpo, London, 2008.	215
8.14	Faisal Ibn Dawood Atcha, founder of Lawung, with his cousin, Global Peace and Unity Event, London, 2008.	217
8.15	Scenes from the Global Peace and Unity Event, London, 2008.	218
8.16	Advertisement for Losve clothes, 2008.	220
8.17	Imaan Collections publicity, 2009.	221
8.18	Purple-print set as posted on the Hijab Style blogspot.	225

COLOR IMAGE SEQUENCE 1: TYING HIJAB

Zarina Saley at her home in central London. All images are courtesy of Elizabeth Scheder-Bieschin, 2009.

COLOR IMAGE SEQUENCE 2: SHOPPING

All images are courtesy of Emma Tarlo unless otherwise noted.

1. Green Street, London, 2007.
2. Global Peace and Unity Event (GPU), London, 2008.
3. Green Street, London, 2007.
4. Oxford Street, London, 2008.
5. Oxford Street, London, 2008.
6. Queens Market, Upton Park, London, 2009. Courtesy of Elizabeth Scheder-Bieschin.
7. Green Street, London, 2007.
8. Global Peace and Unity Event (GPU), London, 2008.
9. Islamic Impressions, Green Street, London, 2009. Courtesy of Elizabeth Scheder-Bieschin.
10. Pinz Pinz Pinz, GPU, London, 2008.
11. Islamic Impressions, London, 2009. Courtesy of Elizabeth Scheder-Bieschin.
12. Arabiannites, Whitechapel, East London, 2007.
13. Arabiannites, Whitechapel, East London, 2007.
14. Arabiannites, Whitechapel, East London, 2007.
15. Green Street, East London, 2008.
16. Outside Primark, Oxford Street, 2009. Courtesy of Elizabeth Scheder-Bieschin.