

# MODEST

## LONDON

### *A MESSAGE FROM THE TEAM*

Every human should have the freedom to choose how they wish to dress. It is without doubt that mainstream fashion is mostly immodest, and it is backed up and empowered by global brands in their marketing strategies, mostly in adverts, making those who do not adopt their style feel left out, alienated and offended, just for not adopting the freedom to be mostly naked.

Equally, there are people who choose to be minimalist, simple, and modest in their dress code and their characteristics, and they should feel empowered and represented by brands who share their values, and ad campaigns that make them feel better about their choices.

We know that the topic of women and their dress code has been under the spotlight for a while, we see it as our responsibility to empower not just those who choose the modest way, but those who believe in freedom of choice and freedom of expression, and that is by representing the other side of freedom that is under represented.

We launched Modest London® to empower those who choose to dress modestly, by giving them clothing options that are very competitive in choice and pricing and launching ads that will echo their unheard voices. We know that the modest way is superior from every angle, and we will do our best to empower those who choose to be modest.

We are not a company that sells clothes, we are a social movement.

THE TEAM @ Modest.London®