Muslims in Britain and cosmopolitan cities throughout the West are increasingly choosing to express their identity and faith through dress, whether by wearing colourful headscarves, austere black garments or creative new forms of Islamic fashion. Why is dress such an important issue for Muslims? Why is it such a major topic of media interest and international concern?

This timely and important book cuts through media stereotypes of Muslim appearances, offering intimate insights into what clothes mean to the people who design and wear them. It examines how different ideas of fashion, politics, faith, freedom, beauty, modesty and cultural diversity are articulated by young British Muslims as they seek out clothes which best express their identities, perspectives and concerns. It also explores the wider social and political effects of their clothing choices on the development of transnational cultural formations and multicultural urban spaces.

Based on contemporary ethnographic research, the book is an essential read for students and scholars of religion, sociology, cultural studies, anthropology and fashion as well as anyone interested in cultural diversity and the changing face of cosmopolitan cities throughout the world.
Muslims in Britain and cosmopolitan cities throughout the West are increasingly choosing to express their identity and faith through dress, whether by wearing colourful headscarves, austere black garments or creative new forms of Islamic fashion. Why is dress such an important issue for Muslims? Why is it such a major topic of media interest and international concern? This timely and important book cuts through media stereotypes of Muslim appearances, providing intimate insights into what clothes mean to the people who design and wear them. Author Emma Tarlo (Visibly Muslim: Fashion, Politics, Faith) will talk about why Muslims in Western cities choose to express their faith through easily identifiable forms of dress, such as head scarves and burkas. (She'll also touch on why many societies view these garments as threatening.)