

UMMA



“ ”

*I saw the need for comfortable, versatile,
fashionable clothing, without
compromising modesty.*

Zairin Azman,
Founder.



*“We hope to grow UMMA into Malaysia’s leading brand for modest wear”
Zairin Azman on the brand’s vision and mission.*

CON TENT

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UMMA

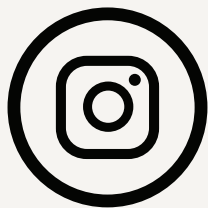
From the arabic word “*ummah*”.

UMMA is a sisterhood of togetherness amongst the modern and modest women from all walks of life. We believe in the lines of sophistication in each pieces we create that reflects woman's standards of strength, beauty and courage.

SOCIAL MEDIA



19K



111K



15K



1.8K

MALAYSIA: 87% | SINGAPORE: 8% | BRUNEI: 3% | UNITED KINGDOM: 1% | UAE: 1%

Customer Demographics

ONLINE PORTAL



<https://umma.my/>



<https://shopee.com.my/umma.os>



[https:// lazada.com.my/shop/umma-os](https://lazada.com.my/shop/umma-os)



<https://www.zalora.com.my/umma/>



<https://www.tiktok.com/@umma.my>

OFF LINE



Aeon Shah Alam, Level 1



Isetan Departmental Store, Level 2, Suria KLCC

MEDIA & PRESS

NONA
WANITA
THE STAR
FIRST CLASSE
JELITA
MINGGUAN MALAYSIA
WARTA
FOCUS MALAYSIA
NEWSTRAITSTIMES

MEDIA & PRESS



some of the featured articles

AWARDS & RECOGNITION

/

BEST CHIFFON SCARF
BEST SEMI-INSTANT
BEST INNER FABRIC

Anugerah Pesona Hijab Jelita 2018

COLLECTION

over the years



SEMI-INSTANT SCARF

Our signature Azra Semi-Instant Collection is UMMA's pride and joy. The collection made us the Top 5 new in brand on Fashionvalet. The Azra also won the best semi-instant award at Anugerah Pesona Hijab Jelita 2018 and remains as our bestseller to date.



UMMA's Debut Collection consist of three staggers. It showcases top to toe apparels that emphasizes on modernity in the modest fashion.



FLUIDITY:

The Fluidity collection marks our second Raya Series. This collection focuses more on the flow of fabric, which derived its name "Fluidity".

Let's talk essential,



*wide range of innerwear to
cater to our hijabis*



MULA

2020 Raya Collection, in the midst of pandemic.







Alun: Tak lapuk dek zaman, tak lejang dek panas.





BLOSSOM



KACUKAN





ALL ABOUT

PRINTED SCARVES







La Fleur Printed Cotton Voile





Sulam Melor & Sulam Teja





Meadow Printed Cotton Voile Square



PRODUCT PRICE POINT

BASIC SCARF

Min : MYR 69
Max : MYR 99
Average : MYR 84

RAYA WOMEN

Min : MYR 289
Max : MYR 469
Average : MYR 379

PRINTED SCARF

Min : MYR 79
Max : MYR 139
Average : MYR 109

RAYA MEN

Min : MYR 169
Max : MYR 169
Average : MYR 169

INNER

Min : MYR 29
Max : MYR 79
Average : MYR 54

TOP/BLOUSE

Min : MYR 99
Max : MYR 169
Average : MYR 134

ACCESSORIES

Min : MYR 6
Max : MYR 27
Average : MYR 16.50

SKIRT/PANTS

Min : MYR 95
Max : MYR 259
Average : MYR 177

UMMA 4 LETTER

Min : MYR 79
Max : MYR 149
Average : MYR 114

DRESSES

Min : MYR 159
Max : MYR 189
Average : MYR 174

OUTERWEAR

Min : MYR 149
Max : MYR 259
Average : MYR 204

SETS/CO-ORDS

Min : MYR 249
Max : MYR 398
Average : MYR 323.50



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