



UMMA

BRAND PROFILE

MODERN MODEST

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MODERN | MODEST | ESSENTIAL

These pillars define UMMA's philosophy, not just as a clothing brand but as an expression of individuality that embraces modesty without compromising style. UMMA sets trends, offering a refreshing perspective on modern, modest fashion.

The extensive collection includes head-to-toe pieces, from inners and scarves to clothing essentials, modest traditional wear, and accessories. During festive seasons, UMMA extends its offerings to menswear, embracing the diverse needs of its community.



ABOUT UMMA



UMMA, a unique sisterhood, was born in 2016 as more than just a clothing brand; it is a movement that celebrates the harmony of modernity, modesty, and essential design. Founded by visionary Zairin Azman, UMMA speaks to dynamic, modern women on-the-go, debuting in 2017 with a collection that redefined modest fashion through style, function, and individuality.

From inners and scarves to everyday essentials, modest traditional wear, and accessories, UMMA curates a head-to-toe wardrobe for the contemporary modest woman. The brand also expands its offerings with menswear during festive seasons, bringing versatility and inclusivity to its growing community.

MISSION	VISION	CORE VALUE
To empower individuals through modern, modest, and essential fashion that embraces identity, celebrates diversity, and supports everyday confidence.	To become a leading global modest fashion brand that redefines modesty for the modern world — timeless, versatile, and inclusive.	•Modesty — Honoring values while embracing contemporary style. •Inclusivity — Creating fashion that welcomes all backgrounds and ages. •Versallity — Designing pieces that adapt seamlessly from day-to-day to special moments. •Sisterhood — Building a community that uplifts and connects through shared values.

BRAND IDENTITY



PRIMARY
LOGO



Our logo design embodies a **minimal yet bold attitude**, reflecting sophistication, elegance, and innovation in line with the brand’s positioning. It balances evolution with identity, making a confident statement through simplicity.

Clean and uncluttered, it emphasizes the essence of the letter “U,” ensuring easy recognition and strong brand association.

ICON



COLOUR PALETTE



PRODUCT DEVELOPMENT & PRODUCTION



At UMMA, every product is designed with purpose — balancing comfort, function, and modern modest aesthetics.

Material Selection

We carefully select and test fabrics to ensure breathability, softness, and durability — especially for our core products, inner hijabs and scarves. Materials like cotton lycra, bamboo jersey, cotton voile, chiffon and mesh for inner layers are chosen for comfort in tropical climates, while maintaining structure and grip throughout the day.

Each fabric is tested to ensure:

- Comfort for long hours of wear
- Breathability in humid conditions
- Stretch and recovery
- Grip and functionality when styled





Product Development

Our designs are guided by customer insight, wearability, and performance. Best-selling categories are continuously refined based on real feedback, ensuring each piece evolves to better serve everyday needs.

Production

We collaborate with trusted partners to ensure consistent quality and finishing. Every piece undergoes strict quality control, with a focus on durability, fit, and functionality — especially for our signature volumizer inners.

OUR JOURNEY



POTRET
RAYA 2026 COLLECTION



SEIRING
RAYA 2025 COLLECTION



BAKAWALI
RAYA 2024 COLLECTION



KACUKAN
RAYA 2023 COLLECTION



BLOSSOM
RAYA 2022 COLLECTION

UMMA at Aeon Mall , Shah Alam

In 2018, UMMA opened its very first offline counter at AEON Shah Alam, marking a milestone in bringing the brand closer to its community. What began as a digital-first journey found a physical home where customers could experience UMMA's quality, fabrics, and designs in person. The outlet symbolizes UMMA's commitment to making modern modest essentials more accessible, allowing women to explore, feel, and connect with the brand beyond the screen — and has since become a trusted destination for both loyal customers and new visitors alike.



UMMA at Isetan KLCC , Kuala Lumpur

UMMA first entered ISETAN KLCC in 2017 with a seasonal pop-up, introducing the brand to a wider audience in the heart of Kuala Lumpur. The response was overwhelming, leading to an offer in 2018 for a permanent pop-up space — a milestone that continues to this day. This presence at ISETAN KLCC reflects UMMA's growth from a rising modest fashion label to a trusted name in modern essentials, embraced by both locals and international shoppers.



COLLECTION/PRODUCT HIGHLIGHT



THE SURI COLLECTION OUR STAR PRODUCT



SURI VOLUMNIZER INNER

Gorgeous Volumnizing Effects
+ Adjustable for Non-slip Design

MATERIAL

Soft Mesh Net + Cotton Lycra

25 COLOURS AVAILABLE



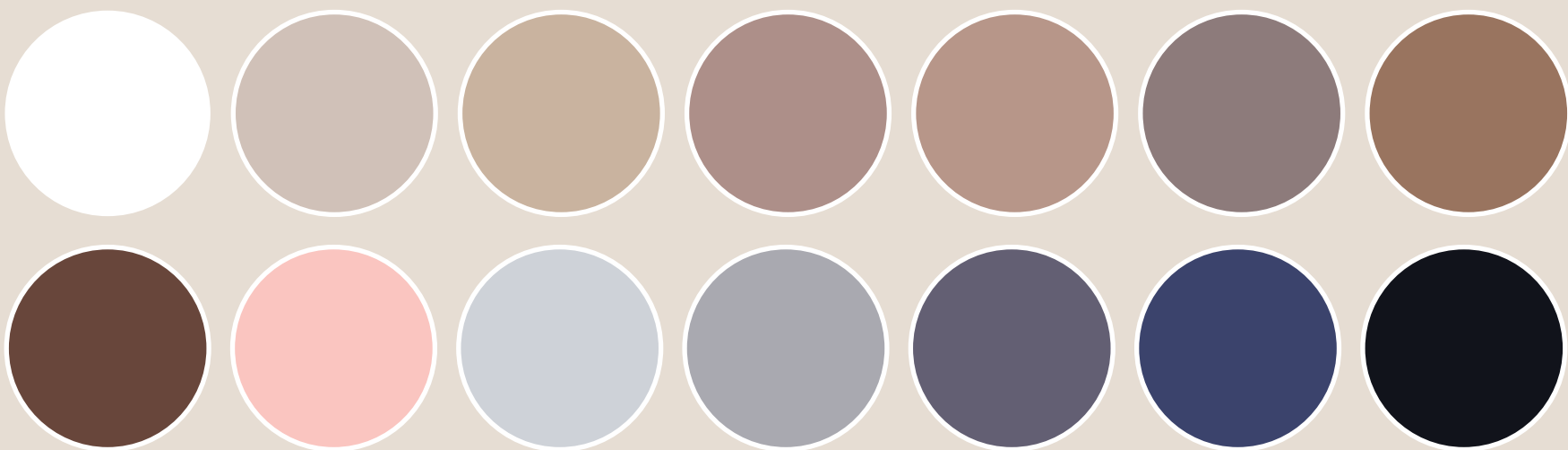
SURI DAGOO VOLUMNIZER INNER

Gorgeous Volumnizing Effects
+ Chin Strap for Perfect Grip

MATERIAL

Soft Mesh Net + Japanese Cotton Jersey

14 COLOURS AVAILABLE



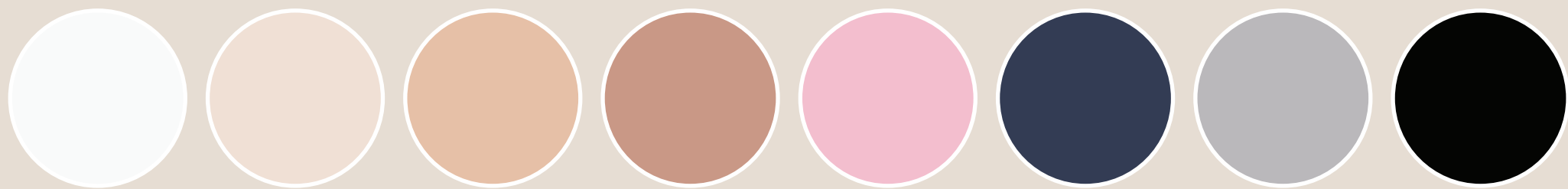
SURI NEENJA VOLUMNIZER INNER

Gorgeous Volumnizing Effects
+ Full Neck for More Coverage

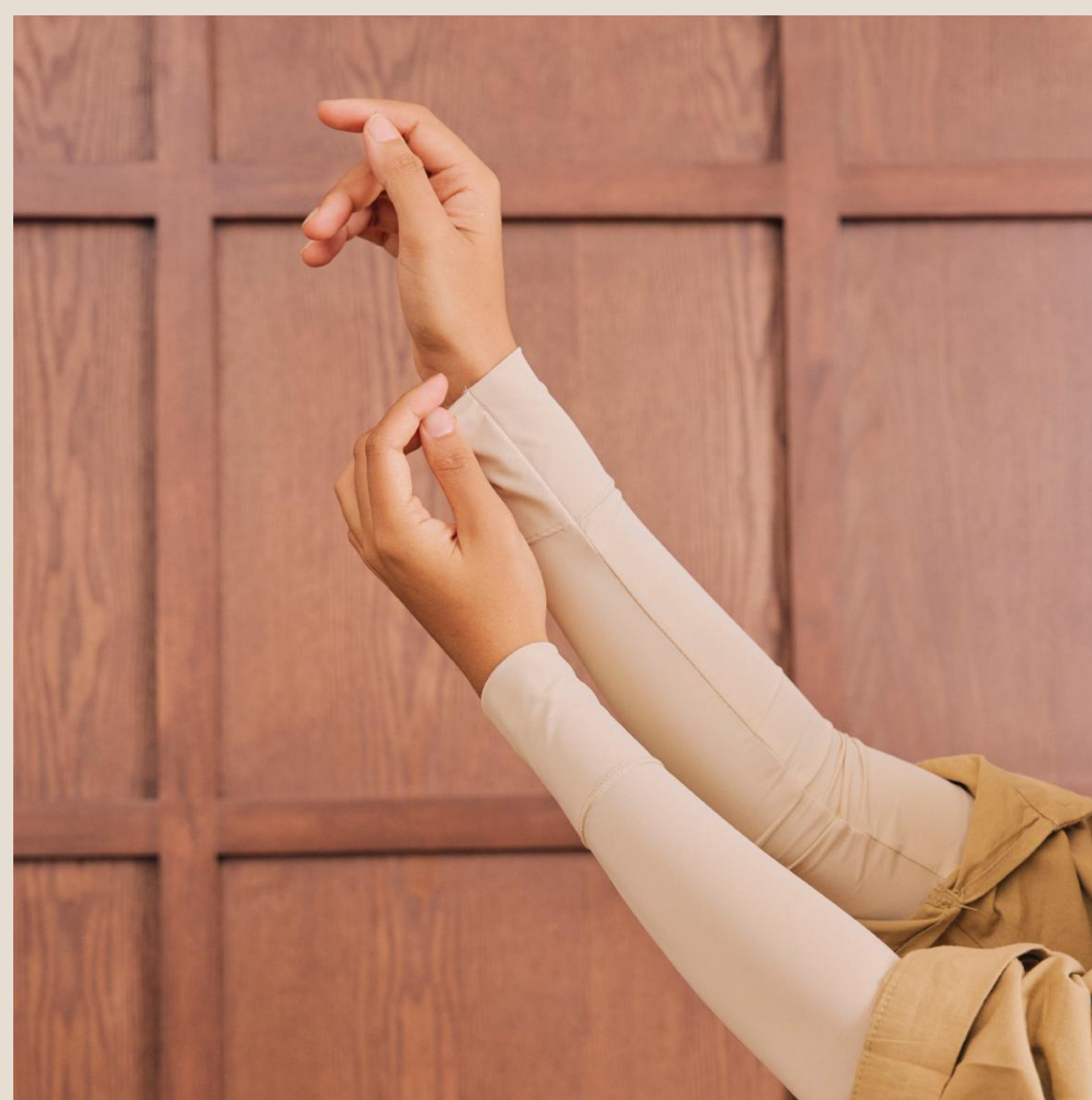
MATERIAL

Soft Mesh Net + Bamboo Jersey

8 COLOURS AVAILABLE



HIJAB INNER & INNERWEAR COLLECTION



SCALLOP EMBROIDERY SCARVES
COLLECTION



HIJAB SCARVES COLLECTION



COLLABORATIONS & CAMPAIGNS



UMMA X MUTU CASE



COLLABORATIONS & CAMPAIGNS



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Your Skin's Happy Place®

UMMA

Gift with Purchase
in collaboration with SIGISKIN
Your Skin's Happy Place®

Get FREE Sigi Skin skincare sachets
with **minimum spend of RM80**
with extra 10% OFF
from Sigi Skin just for you!

While Stocks last
*T&C apply

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CO



*Eid Adha
Special Gift*
special collaboration with Asian Scents Co.

Celebrate with us
FREE Teh O Ais Limau Candle by Asian Scents Co
with min. spend of RM200

• Limited-time collaboration
• While stocks last

SHOP NOW

FIT SAMBAL BY
FARRA



FREE
Sambal Penyet Keto
with every purchase of
Geometria
Printed Collection
A Seamless Blend of
Style and Taste
*T&C Apply

in collaboration with
FIT Sambal
Farra

SHOP NOW

DODODOTS

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DON'T MISS A SPOT!

UMMA x dododots®
DON'T MISS A SPOT!

FREE
Dododots Pure Petals Beauty Patch
with min purchase of **RM79**

T&C apply

SHOP NOW

LUNA CLARA



UMMA x LUNA CLARA

*Gift with
Purchase*
SPEND MORE FOR EXCLUSIVE FREEBIES

SHOP NOW
*T&C apply

Above RM500
Get UMMA Box, LUNA CLARA Body & Hair Mist,
NTA Warung Liquid Lipstick, Pemadam Sponge & Dual-Ended Brush

Above RM250
Get UMMA Box, LUNA CLARA Body & Hair Mist,
NTA Warung Liquid Lipstick & Pemadam Sponge

Above RM100
Get LUNA CLARA Body & Hair Mist & NTA Pemadam Sponge

Above RM49
Get NTA Pemadam Sponge

COMMUNITY & MEDIA PRESENCE



MEDIA COMPILATION

The Star

Modern day hijab styling is a statement of one's identity, faith and fashion

Modern day hijab styling is a statement of one's identity, faith and fashion

By NASA MARIA ENTABAN

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FASHION

Thursday, 31 Jul 2025
7:21 PM MYT

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When the runway is



Printed scarves are popular, along with lightweight and wearable fabrics. Photo: Umma

Effortless elegance has become the hallmark of modern hijab styling.

The Star

Fashion trends come and go, but the classics are still favoured for Hari Raya

Fashion trends come and go, but the classics are still favoured for Hari Raya

By BERVIN CHEONG

FASHION

Wednesday, 26 Mar 2025
3:00 PM MYT

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STYLE

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Paris Fashion Week

"Syomir (Syomirizwa Gupta) uses bright hues and visual polka dots, while Khoon Hooi's trendy designs highlight a delicate Baba-Nyonya influence," she explains.

"Hari Raya is always a moment to embrace heritage, and this year, that sentiment feels even more amplified."

Down to a theme

Fashion has always been a big part of the festivities. For celebrities, it is almost customary for them to post up their outfits on social media each year.

Marion Caunter (who appeared in Alia's campaign) says she enjoys dressing up and coordinating outfits.



Men can look to traditional designs for Hari Raya. Photo: Umma

The Star

Modern modestwear in Malaysia focuses on comfort, style and versatility

Modern modestwear in Malaysia focuses on comfort, style and versatility

By NASA MARIA ENTABAN

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Wednesday, 13 Mar 2024
3:00 PM MYT

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Paris Fashion Week dazzles, even as France faces political upheaval



Fabrics like cotton, linen, chiffon, crepe and rayon are top choices for modest wear. Photo: Umma

Long gone are the days when dressing modestly was equated to frumpy clothing – these days, modest clothing is giving everyone a run for their money.

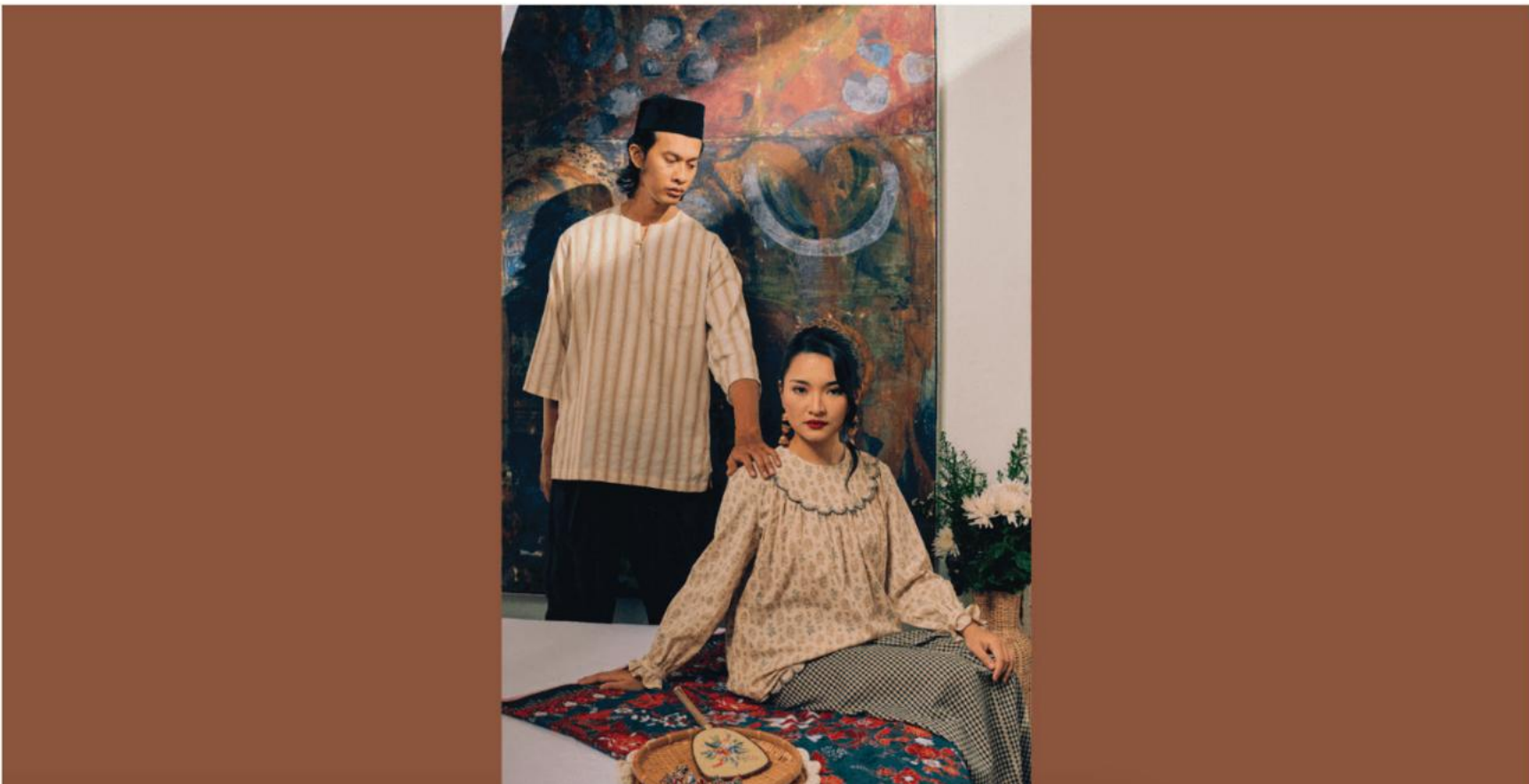
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UMMA 2024 Raya Collection: BAKAWALI RAYA 2024

BY DANIELA DOGLIANI / FEBRUARY 20, 2024



FASHION

RAYA 2024: 10 MALAYSIAN BRANDS OFFERING MODERN 'BAJU RAYA' COLLECTIONS

Local flavour
27.03.2024
BY BENEDICT UNANG

umma.my

118K followers

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Add a comment...

If you're after both style and comfort, 'Bakawali' by Umma is worth checking out. With a range of 10 styles and over 15 shades to choose from, each garment is crafted from lightweight cotton material, perfect for staying cool in the heat. Sizing is not a concern either, as they accommodate sizes up to 3XL so that everyone can find their perfect fit.

POTRET RAYA - THE FASHION SHOWCASE
 - POTRET RAYA 2026 LAUNCH
 ISETAN EVENT



EVENTS
 COMPILATION

HUE & HIJAB
- SEIRING RAYA 2025 LAUNCH
ISETAN EVENT

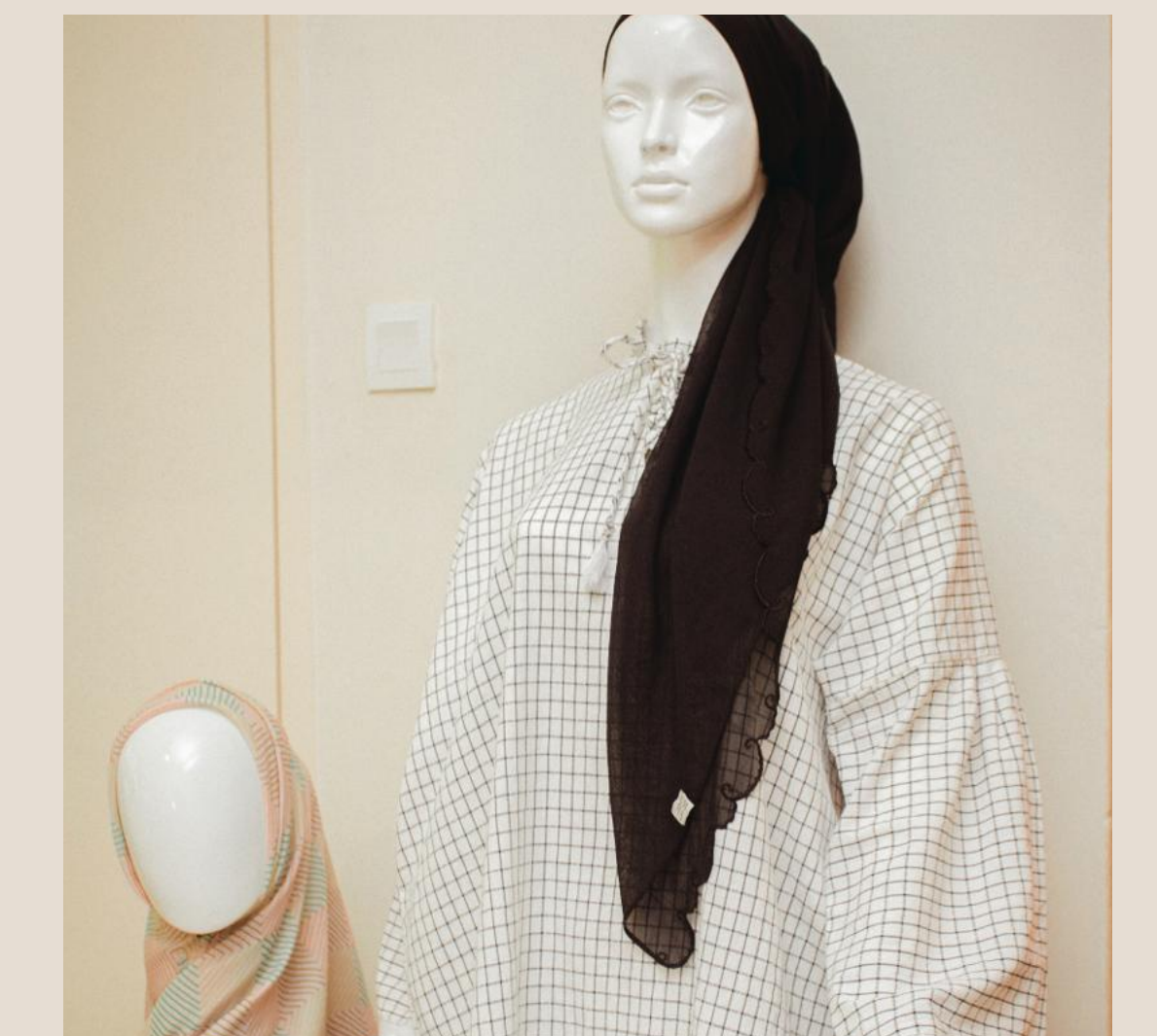


EVENTS
COMPILATION

FLORESCENCE & DRAPE - FLORESCENCE PRINT LAUNCH ISETAN EVENT



KACUKAN TEMU SUA RAYA KLOUD STUDIO



EVENTS COMPILATION

RETAILS & ONLINE PRESENCE



ONLINE STORES

To experience the journey of UMMA and witness the quality of products, explore collections conveniently online:

Website: www.umma.my

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

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

Join the community on social media:

Instagram: <https://www.instagram.com/umma.my/>

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

Threads: <https://www.threads.com/@umma.my>

Youtube: <https://www.youtube.com/c/UMMAMY>

Facebook: <https://www.facebook.com/umma.malaysia/>

Telegram : <https://t.me/+L1zIZlc03GViYmM1>

OFFLINE STORES

ISETAN KLCC , KUALA LUMPUR

Ladies Fashion
Second Floor, ISETAN, KLCC
Kuala Lumpur



AEON MALL , SHAH ALAM

Lot KF2, First Floor
Jalan Akuatik 13/64, Seksyen 13
Shah Alam



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(except public holiday)

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UMMA