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Sommario/riassunto	<p>Increasing numbers of women are engaging in the development and discussion of modest dressing; a movement matched by a growing media and popular demand for intelligent commentary about the topic. Modest Fashion sets out to meet that need. As a trend, modest dressing is spreading across the world, yet it is rarely viewed as 'fashion'. Studying consumers and producers, retailers and bloggers, Modest Fashion provides an up to the minute account of the art of dressing modestly – and fashionably. Leading scholars in the area, along with journalists, fashion designers, entrepreneurs and bloggers discuss the emergence of a niche market for modest fashion among and between Jewish, Christian and Muslim faith groups as well as secular dressers. Crossing creeds and cultures, analysing commentary alongside commerce, the book probes the personal and the political as well as religious, aesthetic and economic implications of contemporary dress practices and the debates that surround them.</p>