

Article Info:

Published Date: 18 August 2022

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THE ADAPTATION OF MODESTY CONCEPT IN SPORTSWEAR DESIGN FOR MALAYSIAN WOMEN

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To cite this article (APA): Saleh, N., Mustafa, M. K., AlMurid, D. I. F., Umar, N. F., & Ibrahim, N. I. (2022). The Adaptation of Modesty Concept in Sportswear Design for Malaysian Women. *KUPAS SENI*, 10, 15-28. <https://doi.org/10.37134/kupasseni.vol10.sp.2.2.2022>

To link to this article: <https://doi.org/10.37134/kupasseni.vol10.sp.2.2.2022>

ABSTRACT

Modesty sportswear design is an alternative outfit to fulfill the needs of modesty appearances while doing sports especially for the Muslim women. The intention of innovating modesty sportswear design for Malaysian women is to provide more options of sport outfit for their active lifestyle. Recently, there was an issue regarding the lack of fashion likeness of the current sportswear design in local fashion industry and an excessive attention towards the women appearance in public which could distress their moral and confident level. The objectives of this study are: 1. to investigate the problems faced by Malaysian women regarding their option of sportswear clothing: 2. to identify the important features to be considered in designing modest sportswear designs for Malaysian women: 3. to create alternative sportswear designs with adaptation of modesty concept to suite Malaysian's lifestyle: 4. To offer a module/guidance to designers and Small and Medium manufactures in getting the right designs and cutting in producing women sportswear. In order to achieve the objectives, this research has been done by using mixed methods which are observation sessions at two (2) selected location to study the retail market and current trend, the face-to-face interview was done with two (2) respondents of designer and a group of women hikers, the questionnaires were distributed through online; forty (40) respondents and manual distribution which were thirty (30) selected respondents. The experiment was conducted by applying the criteria gathered from the survey. As a conclusion, all of the objectives had been achieved in producing the modesty sportswear design for Malaysian women. This awareness will help to educate and enhance the innovation in producing modesty sportswear designs in Malaysia fashion industry, especially for Small and Medium manufactures and designers.

Keywords: Adaptation, modesty concept, sportswear, design and innovation.

INTRODUCTION

Background study

Islam influences sport in Malaysia in ways unfamiliar to Western's 'secularized' sporting provisions. Although Islam allows one to move towards excellence in sport, in Malaysia these ideas are seen override some Islamic values that emphasize healthy bodies, family recreation, brotherhood and social harmony (Aman, 2005). Since sport is generally based on Western interpretations, many regulations such as dress codes, do not acknowledge Islamic principles, and this may make it difficult for some Malaysians, especially for Muslim women, to participate (Salman, 1998). For those who concerned about their appearance in public, the limited choice of sports attire could be a huge problem to them. The decent sports outfits in market were mostly towards multi-layered and not flattering enough. The

idea of innovating sportswear design for Malaysian women is to provide more option of sport or active outfit to suit the needs of local women and encouraging them to continue their active lifestyle without any hesitation. Besides, the lack of fashion likeness of the current design might be the big issue to be encountered. It is a challenge to be comfortable and look good at the same time.

Problem statement

During the 2006 Games were hosted in Doha, Qatar. There was an issue to be resolved which was the demand made by some Muslim states with regard to sportswear worn by some Muslim women athlete. Because of the Western-dominated in sportswear making manufacturing companies, they have been accused of exploiting women athletes and not developing suitable sportswear for women in Islamic countries (Jarvie, 2012). Since then, modesty sportswear designs had developed enormously.

Other than that, the natural phenomenon such as humidity and high temperature in Malaysia (Aman & Basaruddin, 2006) could cause discomfort choices of outfit to be worn for outdoor activities. Although sports hijabs are on the market, some Muslim women may find it difficult to find suitable workout attire. Most of its' were far too indecently tight for any hijabi to wear (Maryam, 2012). There is lack of choices of sportswear design in the market to suit Malaysian women, who are concerned about modesty and expediency of their sports attire. The decent outfits offered in market were mostly towards multi-layered and not flattering enough.

“Socio-cultural constraints provided an umbrella under which, other constraints are experienced” (Little, 2002). Religious and socio-cultural restrictions, mixed gender sport, playing dress code, general trend of the masses towards female sport and limited resources are some of the basic constraints to women participation in sport (Dagkas et al, 2010). The excessive attention towards the women appearance in public could distress their moral and confident level.

Research objectives

1. To investigate the modesty and designs issues faced by Malaysian women regarding their option of sportswear clothing.
2. To identify the important features to be considered in designing modest sportswear designs for Malaysian women.
3. To create alternative sportswear designs with adaptation of modesty concept to suite Malaysian women's lifestyle.
4. To offer a module/guidance to designers and Small and Medium manufactures in getting the right designs and cutting in producing women sportswear.

Research questions

1. What are the problems faced by Malaysian women in sportswear designs?
2. What are the important features of sportswear should be included in designing sports attire for Malaysian women to suite the modesty concept?
3. What are the elements in creating alternative sportswear designs with modesty concept for Malaysian women?
4. What are the types of module/ guidance should be offered to the local fashion industry?

Research aims

1. To reinvent the sportswear into appropriate and practical features of clothing for Malaysian women.
2. To provide alternative sportswear designs with modesty concept applied for Malaysian women.
3. To generate positive image of women and promote healthy lifestyle among Malaysian.

Significant of study

The significant of the study are to introduce the modest sportswear designs, and to encounter the lack of choices for modesty clothing for Malaysian women. Additionally, this research will create an opportunity for Small and Medium manufactures to develop their skills and ability in providing sources and production of sportswear designs for local needs.

Reasonability

The invention of modesty concept in sportswear designs will offer more option and choices for modesty fashion market. The modesty sportswear designs will give them an alternative solution of Muslimah clothing for sports. More than that, this invention will motivate Malaysian women to improve their self-confidence to get involved in sports or leisure activities.

Commercial Potential

This project would be a steppingstone to promote modesty fashion consciousness towards sports appearances in Malaysia. It will be a good approach to encourage active lifestyle among female, especially for Muslim's community. Thus, this invention could be a good opportunity for local or international manufacturers to invest and commercialize this invention of modesty sportswear designs.

Research Limitation

This research has been done to study the understanding of modesty sportswear designs focusing in the areas within Klang Valley district and limited for Malaysian women.

Research Delimitation

The research is delimited on design criteria to be feature in sportswear or active wear for outdoor activities. It is not compatible to introduce for professional sports competition. The target market of 18 until 35 years old women also contributed to the delimitation of this research study.

Literature Review

With the emerging of technology in social development, we have been exposed to so many biases in documentation and imperfection of modesty way of clothing. This issue has been questioned since the Islamic countries started took part in most of the international sports event. There was an issue to be resolved which is the demand made by some Muslim state with regard to sportswear worn by some Muslim women athlete. In Islamic culture, female has got special dignity and honor and she is always required to take care of that. Muslim women are permitted to do sport activities; besides they must be conscious to secure their dignity and admiration, (Mawlawi, 2005). The acceptances of female athlete in the sports arena were no longer an issue among society. Sports followers now are more open towards the involvement of women in this arena. This is a huge deal as women now can be equally judge based on the talent and ability on their undeniable skills. Regardless the emerging of demand for women sports attire; there is an issue in lack of design and features that appeal to sports clothing for modesty purposes.

Definition of Modesty Concept in Sportswear Designs

Modesty

'Modesty' referred to a freedom of conceit and vanity. The resurgence of modesty isn't just about religion or fashion. It's a religious marker of respectability, designed to distinguish a woman not just for her faith, but also her morality (Saini, 2016). Modesty appearance used to be acknowledging as the way of clothing done by conservative religious practitioners. Normally it will refer to the Muslim's community which is somewhat particular in the way of dressing. It is also considered an important part of faith in Islamic point of view. As it says in the hadith:

Faith consists of more than 60 branches. And haya is a part of faith. (Al-Bukhari 1.8).

Modesty appearance used to be acknowledging as the way of clothing done by conservative religious practitioners. Normally modesty will refer to the Muslim's community which is somewhat particular in the way of dressing. In Islam, by practicing modest or body covering among them, especially for women; shows how the religion care and protect the women from others gaze and to avoid attention towards themselves. The standard components of Islamic clothing requirements for women are a head covering and loose-fitting, non-transparent clothing that covers the whole body, maybe with the exception of the hands and face. How these requirements are satisfied depends on the culture of the woman, and personal likes and dislikes (Boulanouar, 2006).

In essence, modesty refers to subdued sexuality of female Muslims through respectful garments whilst also determining the role of women in the society that seeks appreciation (Hedayat, 2014). The unique Islamic code of dress addresses how by choosing the right way to get dress, women can gain their respect and will be protected from being exposed out loud in public. Islam does not restrict anyone to wear good clothes or to practice fashion. What it restricts, is not to wear such clothes that do not cover the body in a decent manner (Hedayat, 2014).

Sportswear Design

Sportswear is clothing, worn for sport or physical exercise. The sports outfit was design purposely to suit the needs of practical and functional of clothing for sport activity. Specialist clothes and accessories designed for particular sport, and also informal derived from sports in term of style, fabric and cut (Mahiny & Braddock,2002). It was actually made to suite the body of any sportsmen's accordingly to their field of expert. The sportswear or athletic apparel is designs to occupy the needs of sportsmen and also people who actively involved in any physical activities.

The "sportswear" terms used to classify clothing which worn or matched for sport activities. It has played an important role in people live and carried positive aspect and good energy in sports itself. The clothes act to communicate, as sports style percolates into fashion, leisure, street and even office attire. Clearly, sportswear was actually made to suite the body of any sportsmen's accordingly to their field of expert. The sportswear or athletic apparel is designs to occupy the needs of sportsmen and also people who actively involved in any physical activities. The characteristics of athletes' clothing were investigated by considering fabric properties, harmony of the body, garment pattern, manufacturing techniques and model (Necf O.K,Tama D.,Ondogan Z.,2014).

Meanwhile, the word 'design' defines as an activity that actually generate and develop a product from a need, product idea or technology to the full documentation needed to realize the product and to fulfill the perceived needs of the user and other stakeholders (Blessing & Chakrabarti, 2009). There are few things that need to be considered in designing any sportswear, especially for women who practice modest appearances. While fashion is one of the most important factors in selecting daily clothing, the clothing comfort becomes a key parameter for sport clothing. Designers have to give their intention towards the performance of the attire to cater for this focus group.

Understanding the concept of modesty in Sportswear Design

Concept of Modesty Sportswear

Modesty is so woven into human society that every culture has its silent codes encouraging women to dress and behave respectably. Islam holds women I very high esteem and the Islamic rules of covering are intended to protect and guard her dignity and honor. They have based these conditions of clothing on evidence found in the Quran and Sunnah (Stacey,2013). Modesty is not a new thing to be discussed. It is an issue talked since the ancient times. Patriarchy and religion have elaborate ways of restraining female sexual freedom and keeping women under control. Modesty is the response. By behaving modestly, a woman appears to comply with the demands on her to be virginal or faithful (Saini, 2016).

The concept of modesty is addressed in Islamic teachings from many angles. In physical terms, modesty is connected with the awra', an Arabic term meaning 'inviolable vulnerability' (El Guindi 1999:142) or 'what must be covered' and consisting of the private body parts of a human being. We may consider the areas of awra' as 'navel to knee' for men, and 'women's whole bodies excepting her face and hands' (Al-Qaradawi 1995:154). Thus in practical terms, this means that these areas of the

body are not to be shown to anyone except the spouse (or, if necessary, a doctor) and, in the case of women, it refers to what she must cover when in public—not when she is at home or with her family members in a private area. In Islamic culture, female has got special dignity and honor and she is always required to take care of that. Muslim women are permitted to do sport activities, besides they must be conscious to secure their dignity and admiration, (Mawlawi, 2005). When it comes to sportswear, there's an issue for developer, designer and consumers need to conquer especially for this niche market.

Importance features in modesty clothing

The issue carry out by the Muslim's community shows the excitement of Muslim's women to get involve into sports world professionally. But of course, there is a gap in sports principles, cultural overview and religion belief; these cannot be done effortlessly. Instead of viewing these Muslim women as inspiration, it seems that they have only caught attention for the wrong reasons. Many have failed to emphasize on the important role that these women play as role models in supporting health and fitness, which also encouraged in the Islamic way of life for both men and women (Irsyad, 2015).

The most important element in designing sportswear is the ergonomic and anthropometry features in the design. There are differences between designing sportswear for sportsman and for common people. It has to come to certain standard to design for professional sportsman while for sports conscious person will have other criteria to be fulfilled. It is importance to consider few elements in athletic apparel especially when it comes to design for certain focus group such as the environmental aspects, physically restriction and not to forget the psychologically detract from the performance due to the concern about their looks (Necéf O.K, Tama D., Ondogan Z., 2014). It is crucial to have a deep thought into keys of modesty outfit and to consider the specific elements from selection of materials, technical or construction to last but not least the fashion trends.

Development of Sportswear Design for Malaysian Women

Lately, the fitness and sports dressing have now become major features of the self-image and lifestyles of many individuals. The media have made a major impact, especially in rapidly internationalizing sports and sportswear (Rigby, 1995). The increased desire for participation in fitness and sports activities has contributed to the development of sportswear design for women (Rigby, 1995). The awareness of healthy lifestyle among Malaysian also indicates the growth of sportswear design in our local retail market. Other than that, the relation between beliefs and attitudes within the social environment will influence the existing patterns of style and their appearances by dressing accordingly as how the culture represented or in trendy manner. In other words, the intention is to win friends or draw appreciations by communicating their values in the form of dress and clothing as appearance is a social etiquette and effective form of nonverbal communication (D. Saravanan, 2015).

Relatively, fashion phenomenon and etiquette of dressing has contributed in the development to the development of sportswear design, Malaysian would still have to consider for sportswear design which is appropriate for local climate. Obviously, Malaysians are concerned with this relationship, in which they maximize their environmental setting for their leisure activities. With regard to nature, Malaysia experiences a tropical climate with a long coastline, jungle and cool mountains, and these offer many opportunities for nature-oriented activities. This country has thousands of kilometers of beaches and islands, which naturally attract local residents and tourists for aesthetic and relaxing pleasures. The jungle and mountain areas are gaining in popularity with hikers and adventurers (Aman, Mohd Salleh, Omar Fauzee, Mohd Sofian, Mawarni Mohamed, 2007). In case of sportswear the preference is for a functional comfort and feel good factor and in case of party wear the preference is for displaying the oomph factor and prevailing iconic values.

METHODOLOGY

Introduction

There are several research methods that have been used by researcher to obtain data including sampling methods and the analysis. To answer the research question, this paper combined qualitative and quantitative method. Both of these methods are very important to collect all of the data to answer the entire research question. The target group in this research is an athletic Malaysian woman who's looking for modest alternative sportswear for their active lifestyle. The observation, questionnaires, interview and design experimental methods were applied throughout the research. These approaches did help researcher to identify the potential features in sportswear design for modesty purposes.

Data Collection

Observation

To identify issue in modesty sportswear design, this research needs to involve with observation study towards the local and international market of sportswear development. It was conducted at the two shopping complexes which were the Mid Valley Megamall and Galeri Ariani at Jakel Mall in Kuala Lumpur. The locations were selected within Klang Valley region accordingly to the case study. The observation was conducted in order to gain popularity of current trends and development in sports attire. Through the observation of sports culture, market value and awareness towards the emerging of modesty market, the purpose this observation was identify the aspects to be considered in developing sportswear designs with modesty concept. This method had been used to compare the differences on trends and alternative approaches offered by both international and local brands for Malaysian women.

Questionnaires

To support the research finding, this research also used survey technique for quantitative method to collect the data. The questionnaires had been distributed through online survey and face-to-face distribution to selected respondents. These respondents were chosen based from their area of staying which was limited to Klang Valley. From the survey, 40 respondents were responded to the questions through online and 30 individual representatives from face-to-face survey at selected location. The distribution of online survey was blasted through Facebook and the respondent was manually selected by researcher based from their current location. Meanwhile, the face-to-face survey was done manually by distributed at five different locations within Klang Valley.

Interview

To gain more information and inspiration for this research, the researcher had conducted interview session with a sportswear designer and a group of women hikers as the focus group. The interview with designer, Encik Hafizz Bin Rusuki from Ranting Boutique was mostly focus on the element of design and criteria to develop a collection for sportswear. Few years back, he was involved in sportswear designs for his previous collections. His expertise in sportswear and design technology was certain. His knowledge in finding the right criteria and needs in designing sportswear design was blessed.

Sample

En route for designing modesty sportswear for Malaysian women, the researcher needed to do investigation and analyzing the sportswear collection in retail and current runway collection. The research was referred to the latest Spring Summer 2018 runway collection from New York Fashion Week, London Fashion Week and Paris Fashion Week reviews. The finding from this sample studies were mostly on the detailing and practicality in designs for sports attires. It has helped to ensure this research to be relevant with the current fashion trend and accepted by locals. The references items were selected to complement the local characteristic in their lifestyles and suite with the cultural values.

Classification of questionnaires

There were 20 questions which had been presumed that measured to the respondents. The survey was divided into four (4) sections which scale of multiple answer, matrix question, Likert-type and Yes or No answers options. The four sections were demographic, sports & lifestyle, sportswear design and modesty appearances in sportswear. The source and properties of the adopted scales discussed below.

- Demographic
- Sports & Lifestyle
- Sportswear Design
- Modesty Appearances in Sportswear

Design Experimentation

This method was chosen based on the needs to create samples for trial in a way to support the research finding. The design experimentation was actually consisting of an experiment on application and adaptation of all gathered information from observation, surveys and interview. By manipulating information and knowledge from the research methodology, the design experiment was conducted to study the aspects and impact of the designs. Therefore, to communicate the design experiment with modesty preferences the study on modesty concept has been applied. The modesty concept was implemented by studying the criteria and guidelines indicate by specify regulation of syariah compliances based on Islamic clothing requirements.

RESULTS

Introduction

In this chapter, the researcher reported the outcome of the study based on the data gathered and the analysis formulated. The data collections were compiled through the research methodology as mentioned in previous chapter. Thus, in this chapter there were detail explanation of those listed methodology used in the investigation of this thesis project. To address the methodology again, there were three ways of research methodology used to support the measurement instrument which is the observation, survey and interview session. Based on the research findings, it had shown how the results could work on the design and at the same time as the strong evidence in adapting modesty concept in sportswear design for Malaysian women.

Data Collection: Survey

To collect data for this research paper, researcher had used several methods to gain as much information to support the research paper. There were three methods or technique done in the direction to obtain important details for this project. Those 3 were observation, questionnaires and interview session. From these three modes of surveying, the researcher had reached several important elements in designing sportswear design with adaptation of modesty concept.

a) Observation findings

- i) The emerging of interest in participating sports arena has been an eye opener towards the ergonomic features of their outfits. Many concerned on how they will perform and how it will affect their routines. Thus, after the modest outfits had been approved in several international competitions; the acceptance in modesty appearances in sports activity has arisen since then. As for retail and marketing sides, these could be a good opportunity for them to approach the modesty market.
- ii) From the observation of this study, the researcher had found out that some sportswear design did not suit the needs of modesty appearances and definitely not suitable for outdoor activity.

Most of the sports attire worn by Muslim's women were mix and match from casual attire and did not have any safety or ergonomic features to support their movement while doing sports. These had caused them uncomfotablity to perform their sport activities.

iii) Most of the modest sports attire didn't meet the ergonomic features in sportswear design. There are certainly still lack of option on specify designs for modesty sportswear in the market. Most of the sports retailers do offer alternative outfit for swimming suit for Muslimah or known as Burkini, but it's hard to find a suitable option for leisure sports. As a substitute, they suggested to mix and match the sports attire.

iv) Therefore, to identify the issues occurred in sportswear design for local market; researcher had made few comparisons between international and local brands which had introduced their sportswear or active wear collections which are catered for modesty markets.



Figure 2: Nike Fall Winter 2013
Source: news.nike.com



Figure 3: Rani Hatta rtw collection.
Source: ranihatta.com

Questionnaires findings

In order to get a first-hand data collection on latest trends and current market availability in sportswear range, the quantitative survey has been done. This method was applied through collecting data from distributing questionnaires in two approaches; online and manual (face-to-face) surveys were done. The survey had been done in two ways; distribution of questionnaire by hands at the selected locations and also through online survey too. There were four sections in this questionnaires survey. The four sections were 1. demographic study, in Section 2 mostly about sports & lifestyle, while Section 3 and 4 were touched on the sportswear designs and the modesty appearances in sportswear.

i) Description of Respondents

- Overall, after combining online and face-to-face survey, total participants in the survey were 70 personnel; 30 respondents was achieved through manual method while the other 40 respondents were obtaining from online survey. Most of the respondents were pleased with the ideas of adapting modesty features in sportswear design specifically for Malaysian women as they found it difficult to get in our current market.

ii) Participation in active lifestyle

- Based on the result taken from Section 2: Sports & Lifestyle, it demonstrates that majority of the respondents did practicing active lifestyle and looking forwards towards outdoor activity instead of indoor. Through online survey 20% voted for outdoor activity, 5% preferred to do indoor and the rest 75% were comfortable doing both indoor and outdoor activity. Same as the manual survey, majority choose to do both activities which is 66.7% from total scale. These responds clearly informed the researcher the indicator of purchasing power by the consumer.
- The column chart indicated responds from the respondents through online survey. The statements were listed based from the observation method during the beginning of this research.

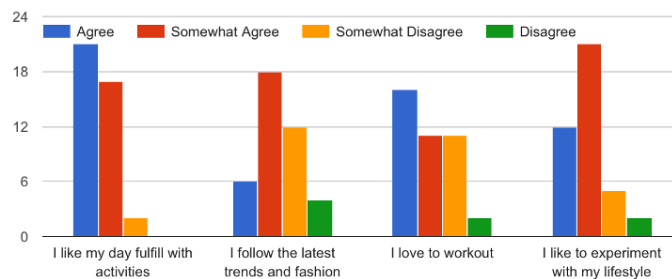


Diagram 1: Column chart shows range of responds from respondents regarding their personal interest in sports activity and lifestyles.

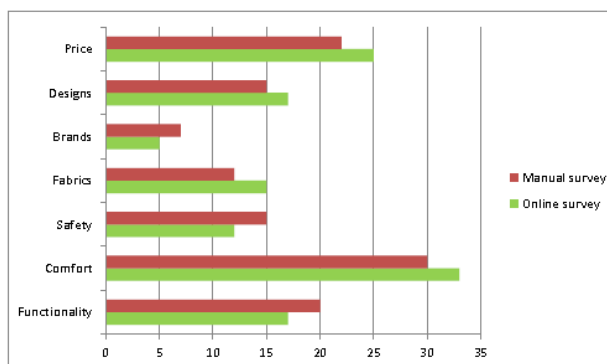


Diagram 2: Bar chart above shows the comparison results between online and manual survey on criteria to be considered in designing sportswear for women.

iii) The Important Criteria

- Within section 3, there were 6 questions which were focused on the important features and elements that should be considered in designing sportswear for women. At the beginning of this section, respondents had been given multiple choice of how they would define the current sportswear design. 35% of the survey marks the current sports attire are practical, 15% said its functional, 22.5% fashionable and most likely 27.5% agree current sportswear design for women have included all criteria of practical, functional and fashionable.
- The result derived from manual survey was slightly similar. Majority agree that practical aspect was included in today’s sportswear design and they 33.3% of it also agree that current designs have all the aspect of practical, functional and fashionable at the same time too.

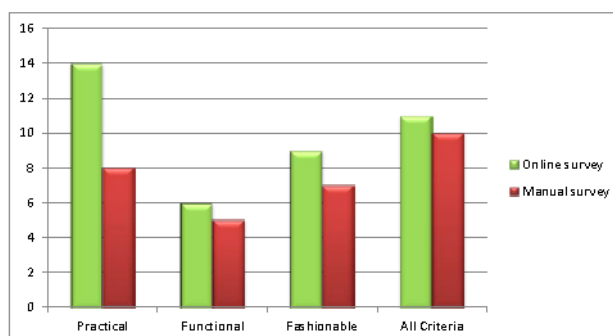


Diagram 3: Above are comparison results between online and manual survey regarding the responds of categorizing the current sportswear design for women.

- From the survey, it’s also found that almost half of the respondents are mostly favor to the NIKE brands followed by ADIDAS and PUMA. These are mainstream sports brands which were acknowledge by their quality, fashion and innovation and most of all the performance of their

- products are highly recommended all around the world.
- Researcher did questioned respondents would they wear sports attire while traveling, 42.5% of online participant would consider wearing and another 42.5% said yes to it. Supported by multi-functional features in sportswear, this inquiry got highest votes of 95% agree towards the innovative multi-functional designs in sportswear. This would be good preferences in gathering ideas to design a sportswear.
- iv) Modesty appearances in Sportswear
- The essential idea was to create sportswear for Muslimah, but as in Malaysia we live in diverse community it would be a good exposure to make it more universal for all races without conceding the element of proper body covering accordingly to Islamic values in clothing. Therefore, in the survey, researcher had incorporated questions which were focused to those who practicing modesty appearances. The queries were basically to trace out the perspective and perception on modesty elements and aspects need to be measured in designing for it purposes.

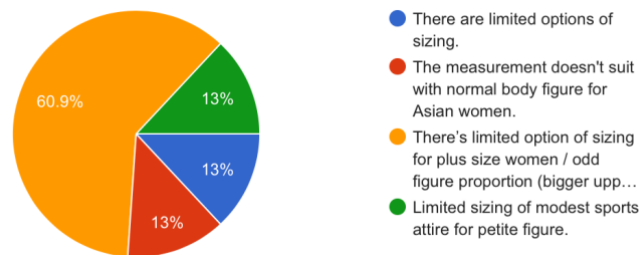


Diagram 4: Pie chart illustrated the most concerned issue among respondents who practices modesty attires.

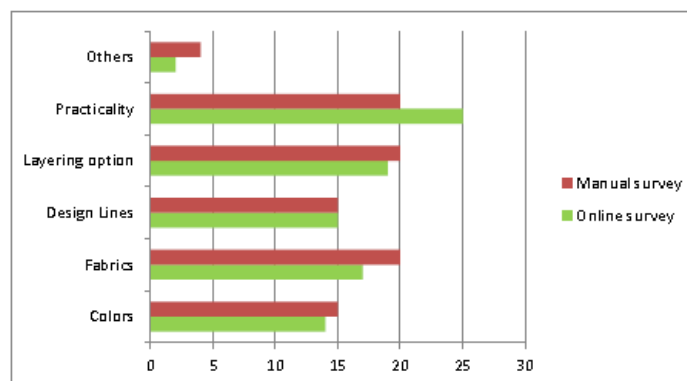


Diagram 5: Above are the results of important features to be focus in designing for modesty attire taken from the survey.

v) Interview

- The interview session has been done to collect data from professional perspectives. For this research, there are two types of interviews were conducted. One was a one-to-one interview between researcher and designer who's professionally involve in designing functional sportswear focused on recreational cyclists. The other was a group interview. This interview conducted with a group of young women who actively involved in hiking activity.
- From the conversation, researcher could identify five potential detailing to be included into sportswear design for modesty purposes. The idea of combining wind breaker with raincoat was absolutely doable. To add safety preferences in sportswear design, besides using bright and fluorescents colors; the application of reflector might be the best solution so far. Other than that, adding extra length for the top design will give an impact in modesty approaches. Besides that, the aesthetic value would not be forgotten. Nature of women to fall in love with colors and motifs, they are excited to request for floral prints and refreshing color selections. To complete

the look, matching hijab or head piece would be a good complementary feature to be included in the design.

- There are two main reasons would affect the performance of participant. There were the weather condition and water activity. These two basic environmental conditions will give an impact towards the selection of fabrics and design features. Thus, the used of layering, short sleeves, overly tight pants or shirt could cause danger to the participants.

DESIGN AND EXPERIMENTATION

Based on the research findings and recommendations, there were some important factors in design criteria should be considered in the making process of sportswear design.

i) Aesthetic features

- Aesthetic value can be considered as fundamental criteria in designing any product. This will relate to the social acceptance and perception towards the designs. The aesthetic appearance can be refined into a study of trends, characteristic in design and functional approaches to complement the research findings.

ii) Usability features

- The elements of functional and practicality are important to deliberate the significant of sportswear design besides the ergonomic features of safety, material, detailing and anthropometry (a study of the measurement and proportion of human body) specification are essential in designing a sportswear designs. These criteria will improve the efficiency and to ensure comfort in any sportswear design also by following the guidelines of clothing to meet the requirement of syariah compliance to avoid misunderstanding of the modesty appearances.

<p>COVER 'AURAH' PROPERLY</p> <p>The covering must conceal the entire body except the face and the hands (Stacey,2013)</p>	<p>NOT IMITATING OPPOSITE GENDER</p> <p>Women are not allowed to resemble the clothing worn by men (Stacey,2013)</p>
<p>'LOOSE-CUT' SILHOUETTE</p> <p>The outfit should not be tight or having any body contouring effect (Stacey,2013)</p>	<p>THICK FABRIC</p> <p>Women are prohibited to wear clothes that fail to cover the body and which are transparent, revealing what's underneath. (Al-Gardam, 1995:75-87; Boulanour,2006)</p>
<p>SYARIAH COMPLIANCE</p>	
<p>CLEAN</p> <p>Cleanliness is the essence of good appearance and the beauty of every accoutment. (Eculanour,2006)</p>	

Table 1: The syariah compliance guidelines in clothing appearances.

iii) Technology features

- An adaptation of technology in sportswear design was more related to the development of high-tech materials to encounter the needs of fast-paced development in sports technology. Designer has to ensure selection of fabrics suite the basic requirement in sportswear performance and still complement the modesty principles.

Design Statement

The "Wonder lasting Blooms" theme was inspired by the wonder of youth and lust for new outdoor experiences. This collection was created to suite the excitement in exploring the beauty of nature through sports and recreational activity. It will focus to reinvent the current Muslimah sportswear designs into functional and fashionable modesty sportswear designs.

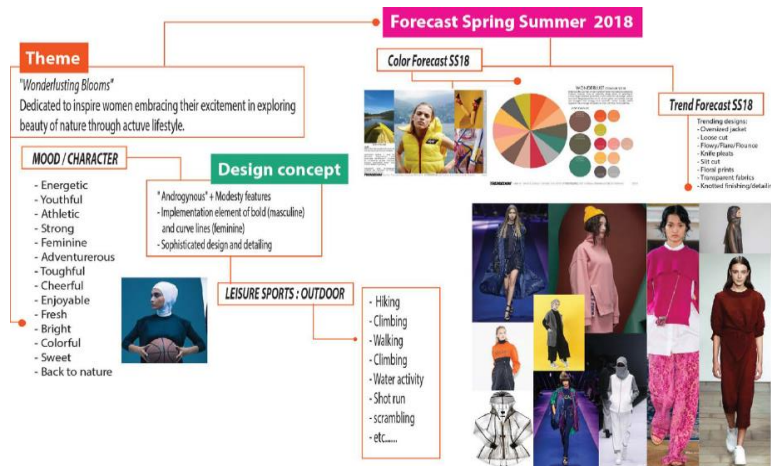


Table 2: Design statement and inspiration for the “Wander lasting Blooms” collection.

Design Development

The design development is a process of making and producing items through several methods and technical appliances. This design process was developed from scratch ideas (brainstorming and etc..) into defining concepts and production of final products. Through this research, the researcher has to study on the character of current sportswear design and aesthetical features through three area:

- a) Drawing sketches - to design a practical and functional sportswear design with adaptation of modesty approaches.
- b) Materials selection- to design a multi-functional or functional and practical outfit, it is important to identify a right material to match the needs of it. The important factors in fabric selection would be the weight, thickness, textures, ventilation, grain line, measurement and not to forget the variation of colors.
- c) Experimentation process- After the design selection process, the researcher started work on technical experimentation consist of sewing process, toile making, detailings, final product making and documentation.

Final products

The final collections for this research were selected by considering the elements and criteria which had been requested and identified from the sample. Each of the design was created in three pieces. All of these can be mix and match with each other. The idea of mix and match was introduced to give more option for the consumer to create their own identical looks from this collection. Specially designed for Malaysian women, the researcher has considered creating a silhouette which was acceptable for all body types. The detailing such as pleated and flare at the bottom of the shirts were introduced to cover-up the problematic area and to slightly accentuate the silhouette of the design. Every design was an exaggeration of basic tubular and A-line silhouettes to meet the needs of modesty clothing. In this final stage, the ergonomic concept applied in product of sportswear design with modesty features had answered the research questions. The four objectives of the research had been met. Finally, the adaptation of modesty concept in sportswear design for Malaysian women produced to meet the requirements of the study. The final product has been tested with positive feedback. Towards the whole journey in making sportswear design with modesty approaches, the researcher has produced total of four (4) final designs for the capsule collection based on the research finding.



Figure 4: The 4 final collection



Figure 5: Close-up shoot for detailing of designs

CONCLUSION

This research was conducted to propose in adapting modesty concept in sportswear design for Malaysian women. The final collection did answer the research finding to provide option in sportswear design with modesty features, practical and functional too. The multifunction approaches in designing this collection have enable the respondents to maximize the use of this collection. Besides that, by suggesting mix and match and layering option of the collection it could suggesting the various ways to style up the whole pieces.

This modesty sportswear design was created with the ergonomic value in product design. The whole collection has their own specialty in providing satisfaction in experiencing the invention of modesty approaches in sportswear designs. Based on the finding and recommendation to include wuduk-friendly and multifunction design in this research has found out special features through fastening (opening) of the design as the solution of the request. Therefore, there's no issue to wear it for outdoor activity. Other than that, from the research finding; researcher has invented reversible pieces which included with water resistant features functional as raincoat and windbreaker for sports activity and also suitable for travelling. In addition, the used of lightweight materials and quick-dry fabric known as Micro-fibred in sportswear design might be a selling point for this collection.

The researcher also successes to find the design criteria that fulfill the customer need and demand of sportswear with modesty appearances. The innovation of revisable jacket and extra detailing for

safety reasons of the outfit has created a new concept in modest sports attire. The researcher did pay more attention towards the aesthetics value, usability and development of technology in sportswear design showed that modesty outfit can also be functional and fashionable too. This research also found the significant method to introduce the development of modest sportswear design into local retails and manufacturing.

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