

RAISHMA

PRESS RELEASE

For Immediate Release,

Raishma Unveils Debut Silk Collection at Selfridges, *February 2025*

London, February 2025 – Renowned for redefining modest fashion with contemporary elegance, Raishma is thrilled to announce the launch of its debut silk printed collection, exclusively available at Selfridges from mid-February 2025. Timed to coincide with Ramadan, this new line introduces a refined take on resort and occasion daywear, combining luxurious fabrics with versatile designs that celebrate modern femininity.

A New Chapter in Modest Dressing

Rooted in Raishma's ethos of blending tradition with modernity, the silk collection showcases a stunning array of prints and silhouettes that cater to today's discerning consumer. Designed to transcend seasons, the pieces exude sophistication while remaining effortlessly wearable, perfect for everything from daytime gatherings to evening occasions. This collection marks a significant milestone for the brand as it expands its offerings in response to the growing demand for premium, modest fashion.



Exclusive Launch at Selfridges

The debut silk collection will be unveiled at Selfridges, one of the world's most iconic luxury department stores. This exclusive launch underscores Raishma's commitment to delivering high-quality, accessible luxury to a global audience. The Selfridges edit will feature standout pieces, including:

- **Belted midi and maxi dresses** in signature Raishma style prints, crafted from 100% silk for effortless elegance.
- **Resort-inspired separates** featuring intricate patterns in a palette of soft pastels and bold accents.

To celebrate, Raishma is hosting an intimate dinner event during London Fashion Week, spotlighting the collection in an exclusive setting. The event will bring together industry leaders, influencers, and media to experience the collection's beauty and craftsmanship first-hand. The launch event will be part of the London Fashion Week City Wide calendar. This prestigious recognition highlights Raishma's role in shaping the future of modest and sustainable fashion while offering an unmissable opportunity to celebrate the collection's debut on a global stage.

#RaishmaSelfridgesLFW



About Raishma

Founded by renowned designer Raishma Islam, Raishma is a luxury fashion house celebrated for its unique blend of modesty and contemporary design. From couture gowns to ready-to-wear collections, Raishma embodies timeless elegance, craftsmanship, and inclusivity, making it a beloved name in the global fashion industry.

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