

## PROGRAMME DETAIL AND DESCRIPTION

### OFFICIAL FUNCTIONS

Programme	Date & Time
<p><b>OPENING CEREMONY</b></p> <p><i>KLIHF 2014 will be officiated by YB Dato' Sri Rohani Hj. Abdul Karim the Minister of Women, Family and Community Development Malaysia. A press conference will be spearheaded by the Minister before proceeds for hall tour.</i></p>	<p>13 June (Friday) 10am</p>
<p><b>WELCOMING DINNER</b></p> <p><i>The cocktail –style reception dinner is organised as the networking ground for the exhibitors. The night will be entertained by Altimet &amp; Al Ghazali as well as Hafiz Hamidon.</i></p>	<p>13 June (Friday) 8pm</p>
<p><b>IKON UKHWAH INTERNATIONAL AWARD</b></p> <p><i>Icon Ukhwah International Award is a prestigious award to be given to young Muslimah, evaluated based on their community service, dakwah work and contribution in education and publication. 8 contestants from 8 different countries are chosen through profiles submitted through Islamic organizations, institutions or individuals themselves.</i></p>	<p>15 June (Sunday) 10am</p>

### FASHION SHOWS

Programme	Date & Time
<p><b>ISLAMIC FASHION FESTIVAL (IFF)</b></p> <p><i>IFF was founded by YBhg. Dato' Seri Raja Reza Shah in 2006. Its tagline "Discover the Beauty of Modesty", invites the audience to get to know, understand and appreciate the call for women to cover up in Islam. In this show IFF will be presenting the collection of few famous designers under its flagship.</i></p>	<p>13 June (Friday) 4pm</p>
<p><b>FASHION SHOW BY ANA MUSLIM KIDS</b></p> <p><i>A famous Muslimah children brand in fashion and publication. They will be showcasing their beautiful Syawal collection for Muslimah girls.</i></p>	<p>13 June (Friday) 6pm</p>

## **SHE WHO BELIEVES**

**(ENTRANCE FOR WOMEN ONLY)**

14 June (Saturday)

8pm

*She Who Believe is an all women fashion show that is dedicated to women who believe in her faith and believe that hijab is a symbol of freedom and liberation. There will be 15 brands that will be parading that night: Modest Culture by Prof Mohaya, Madeena by Mizz Nina, Sugar Scarf, Hajaba, Najjah, Naini Kifli, Leanen, Tooba, Amalina Aman, Rafflesia, Zleqha, Kassa, Padussi by Rozita Che Wan, Bella Ammara, Jemari Kreatif, and Kolej Komuniti.*

## **INDONESIA FASHION SHOWCASE**

15 June (Sunday)

5pm

*The Indonesian Pavillion in KLIHF will be showcasing many famous Indonesian fashion brands such as Jenahara, Syaika, Carol, Rumah Katun, Roemah Gaya, Aprilla Collection, Syahlaa, Lia Soraya, Giggles, Ridcoll, Aline, Hikmat, Monel, Malana, Maima, Qnanz and Dena in their fashion show segment.*

## **TALK SHOWS**

<b>Programme</b>	<b>Date &amp; Time</b>
<b>CHANGE THE WAY YOU THINK</b> By PROF MUHAYA <i>A motivation session that teaches the audience on positive thinking and how it could change the paradigm and the perception of one's self, his environment and subsequently his destiny.</i>	13 June (Friday) 2pm
<b>SEJAM BERSAMA USTAZ DON</b> <i>A three series talk, on the 14<sup>th</sup>, 15<sup>th</sup> &amp; 16<sup>th</sup> that focuses on fashion and Islam. How one's passion in designing could eventually lead him to be closer to his maker.</i>	13 June (Friday) 5pm
<b>JIHAD AND UMMATIC WORK</b> By Heliza Helmi <i>The well known celebrity will be sharing about her passion in helping the less fortunate and how she extends her humanitarian support globally especially through Aman Palestin.</i>	14 June (Saturday) 2pm
<b>MERCY MISSION FOR THE UMMAH</b> <i>Mercy Mission Malaysia thrives on responding to the challenges of the community. They focus is purely on education and social services as their model is based on putting knowledge into action. Being Me is one of their successful event. Brother Mahmood Qasim, Head of HR from Mercy Mission World will be presenting about their projects and ways the public could get involved in doing charity as well as spreading the message of Islam.</i>	15 June (Sunday) 3pm
<b>MY HIJRAH</b> <b>WOMEN ENTREPRENEURS NETWORKING FOR SYNERGY powered by SME CORP.</b> <i>This event focuses on real-life stories of a famous pop star, Mizz Nina, film icon, Noor Kumalasari and Felixia Yeap on their journey towards reverting to Muslimah lifestyle.</i>	15 June (Sunday) 4pm

## BUSINESS FORUM

<b>Programme</b>	<b>Date &amp; Time</b>
<b>TSUNAMI MUSLIMAH FASHION WITH MALAYSIA FASHION MARKET WOMEN ENTREPRENEURS NETWORKING FOR SYNERGY powered by SME CORP.</b> <i>By YBhg. Dato' Rezza Shah (Founder of Islamic Fashion Festival) and Ms Helen Read (Founder of MS READ)</i>	<i>13 June (Friday) 3pm</i>
<b>FASHION &amp; FINANCE (F&amp;F) BY BSN &amp; MARA WOMEN ENTREPRENEURS NETWORKING FOR SYNERGY powered by SME CORP.</b>	<i>14 June (Saturday) 10am</i>
<b>CONQUERING MUSLIMAH FASHION INDUSTRY WITH THE EXPERIENCED PLAYERS FROM SHOPPING MALLS, DEALERSHIP, DROPSHIP &amp; ONLINE. WOMEN ENTREPRENEURS NETWORKING FOR SYNERGY powered by SME CORP.</b>	<i>14 June (Saturday) 12.30pm</i>