

q feature: MARDI GRAS MOGA FASHION

Last year their fashion label released its first ever PRIDE headscarf and shawl, to support the marriage equality movement in Australia and the LGBTQ+ community and their undying commitment towards love, acceptance and inclusivity. This is their story ...

As a Muslim owned fashion label with a large Islamic following, we were unsure if our scarf would receive a negative reaction, given many religions are still largely intolerant towards LGBTQ+ causes such as marriage equality. However, we were thrilled with the almost unanimously positive response we received from our fans and the fact that our PRIDE scarf sold out in just 6 days! We did, however, manage to save our very last scarf to send to our former Prime Minister, Tony Abbott, who was sadly one of the most vocal supporters of the No campaign.

Thankfully, same-sex marriage is now legal in Australia and our PRIDE scarf has re-launched, and just in time for one of the largest parades in the world, the 40th annual Sydney Gay & Lesbian Mardi Gras! And with music icon Cher set to headline the after party, this years festivities are bound to be the biggest (and most colourful) yet!

To celebrate this momentous occasion with our LGBTQ+ friends, we have created a very special Mardi Gras themed campaign, which would be the first time a Muslim owned fashion label has done so. We've even recruited our first ever male ambassadors to help spread the love and demonstrate the multi purpose use of our PRIDE scarf! Featuring veteran drag performer Mable Syrup, bisexual model & activist Kalida Edwards and all round hunk Chris McCubbin, our latest photo series sums up the fun, festive and colourful spirit of Mardi Gras. Shot in Melbourne's iconic XE-54 nightclub, we turned down the lights and turned up the Kylie for our funnest photoshoot yet!

Our campaign aims to highlight the diversity of crowds who attend the Sydney Mardi Gras each year, which include members of the LGBTQ+ community and their many supporters and allies. We also wanted to celebrate the diverse nature of our fans, who range from trendy Muslim 'hijabsters' to festival goers to drag queens, who all love our bold and colourful designs.

With over 500,000 people expected to attend Mardi Gras this year, our PRIDE scarf will ensure that you stand out WITH the crowd and embrace the rainbow spirit. It truly is the must have accessory for your next festival, PRIDE march or gay wedding! *"And if anyone tries to rain on your parade, always remember that people, regardless of their race, gender or sexuality are equal and are always welcome to love."* - Azahn Munas

Our PRIDE scarf is available exclusively via our ASOS Boutique and can be shipped to over 180 countries.

For more information and to buy MOGA products, go to www.moga-fashion.com

