



PRESS RELEASE FOR IMMEDIATE PUBLICATION

MALAYSIA LAUNCHES MYFASHIONCHAMBER: A NEW ERA OF FASHION, TRADE & INNOVATION

Kuala Lumpur, Malaysia – July 1, 2025 - Malaysia's fashion industry enters a bold new era with the launch of the **International Fashion Chamber Malaysia (MyFashionChamber)**, a national platform uniting designers, educators, artisans, and innovators under one mission: to connect creativity with commerce and elevate Malaysia's global fashion standing.

Malaysia's textile and apparel exports continue to show resilience, with knitted and crocheted fabric exports valued at USD 228.2 million in 2023, and broader textile-related exports reaching USD 227.4 million in 2024, underscoring the industry's growing economic potential.

Founded with the vision to establish Malaysia as a key player in the global fashion arena, **MyFashionChamber** sets out to redefine the future of fashion in the region by addressing long standing structural gaps within the industry by building sustainable bridges between talent, trade, education and international market access. The Chamber was formed to provide advocacy, visibility, capacity building, and global networking for Malaysia's diverse fashion ecosystem.

Bringing Together Visionaries and Creators

"We're not just launching a Chamber, we're launching a movement," says **Jay Ishak, CEO and Co-Founder of MyFashionChamber**. "Malaysia's fashion industry has soul. What it needs now is structure, support, and scale. **MyFashionChamber** exists to make that possible, here at home, and across the world."

A cornerstone of **MyFashionChamber's** commitment to building a resilient and sustainable fashion ecosystem is its preferred partnership with **Allianz General Insurance Company (Malaysia) Berhad (Allianz General)**.

Sazali Abd Rahman, Deputy Chief Sales Officer, Allianz General Insurance Company (Malaysia) Berhad, commented on the partnership: “Allianz General is proud to stand alongside MyFashionChamber in empowering Malaysia’s vibrant fashion industry, and playing our part in nurturing the local fashion scene by safeguarding fashion businesses against risks. Our partnership with MyFashionChamber entails Allianz General offering Allianz Business Shield Package Insurance to protect fashion businesses from day-to-day operational risks as well as to provide event-related insurance for when they participate in fashion events to showcase their work”.

Through this partnership, **MyFashionChamber** also introduced **FROC - Fashion Risk & Operational Coverage**, tailored essential protection for fashion businesses to ensure that fashion entrepreneurs can focus on their creativity and growth, knowing their passion and operations are secure.

Additional strategic recognitions included partnerships with **Halal Korea, Sustainable Fashion Technology and Business Hub: IBE- UiTM and Malaysia SME Media Group**.

MyFashionChamber is a launchpad for designers, artisans, educators, and industry collaborators, offering brand partnerships, mentorships, and global opportunities.

Beyond its launch, **MyFashionChamber** has already been active, having hosted an intimate Ramadan gathering in March 2025 that brought together founding members, **TVET's Industry Relations Technical Committee, and the WE & I Art community** for purposeful networking. The Chamber also proudly supported designer **Arlina Amdan**, who debuted her **ARLINA AYOU 'Modern Heritage'** collection at **Abu Dhabi Modest Fashion Week 2025** last April.

In June, **MyFashionChamber** curated a Malaysian designer delegation for the **International Fashion Weeks 2025 in Amsterdam**, showcasing three Malaysian brands, namely Yani Bakhtiar, Arlina Ayou and Casalwa. Future missions also include a nationwide **Fashion Educational Tour** and international collaborations, including the **Korea Halal Trade & Economic Expo 2025**, while September will mark MyFashionChamber's role as the official **Strategic Partner for Modest Fashion at MIHAS 2025**. These initiatives underscore the Chamber's commitment to both local empowerment and global outreach.

Empowering the Next Generation of Fashion Leaders

Founder & Chairperson, Dr. Leena Al-Mujahed shared, “MyFashionChamber is more than just a platform, it’s an ecosystem where talent is nurtured, innovation is supported, and Malaysia’s creative voice is prepared to meet the world”.

In line with its strategic vision, the Chamber is also focused on positioning Malaysia as a global fashion hub.

“Our goal is to build strong international collaborations, create export pathways for Malaysian designers, and ensure our talent is represented in global platforms and industry events. Malaysia has the creativity, culture, and capability, and it’s time the world takes notice,” **Jay Ishak** added.

With a high-profile roster of seasoned and highly skilled industry professionals, Founding Members of **MyFashionChamber** include **Datin Dr. Nik Sarina Hashim** (Legal & Retail Advisory), **Datin Ts. Dr. Norsaadah Zakaria** (Sustainable Fashion Education & Innovation), **Datin Norma Norell** (Image Enhancement & Cross-Cultural Branding), **Suzana Shahrudin** (Risk Management and Insurance), **Ethel Da Costa** (Media & Communications), **Betty Anne Brohier** (Fashion Choreographer & Talent Development), **Shasha Marican** (Strategic Communications & Events), **Bkay Nair** (Heritage & Fashion Empowerment) and **Agata Bas** (Marketing & Social Media).

Know more: <https://myfashionchamber.org/meet-the-founding-team>

Looking Ahead

With an ambitious roadmap ahead, **MyFashionChamber** aims to host regular fashion events, design competitions, and masterclasses with local and international fashion icons. The Chamber is also focused on sustainability, promoting eco-friendly practices within the fashion industry and creating a positive impact on both the environment and the community.

“Join us in shaping the future of fashion and placing Malaysia on the global stage. Membership applications are now officially open. If you’re part of the creative ecosystem, we welcome you to be part of MyFashionChamber’s movement,” said Jay Ishak.

For more information and to learn more about MyFashionChamber, please visit <https://myfashionchamber.org/>.

About MyFashion Chamber:

MyFashionChamber is a dynamic platform uniting Malaysia's fashion ecosystem through advocacy, innovation, and global connectivity. Founded by Jay Ishak and Dr. Leena Al-Mujahed, the Chamber supports homegrown talent through trade access, capacity-building, and strategic partnerships, redefining Malaysia's position on the global fashion stage.

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