



MUNAMER

BY CHIARA TAFFARELLO

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Contact: [info@munamer.com](mailto:info@munamer.com)

PRESS RELEASE

### **THE FIRST ITALIAN BRAND FOR MODESTWEAR MARKET**

**MUNAMER by Chiara Taffarello, THE FIRST ITALIAN BRAND focusing on MODEST WEAR. The brand is launching a new concept of SWIMWEAR at the London Muslim lifestyle show.**

MUNAMER is a brand created by the Italian fashion designer and traveller CHIARA TAFFARELLO.

A new lifestyle concept for all Muslim women who love life, travel, sports, are proud and want to express their personality, still staying social and connected. This brand appeals to women who want to take care of their body and mind, while respecting their culture and origins.

With MUNAMER the focus is to celebrate Islamic women and those who want to cover themselves. An opportunity to enjoy their time at the beach while feeling on trend, elegant, feminine, comfortable and modest.

**On 21-22 of April 2018 at the LONDON MUSLIM LIFESTYLE SHOW, the brand MUNAMER present to you "SUNRISE to SUNSET SS19". A conscious SWIMWEAR MODEST COLLECTION driven by a new idea of Burkini distinguished by different fits, designs, colours and prints.**

This first collection is a welcome into the MUNAMER world, a journey into a colorful, exotic, mystical and radiant atmosphere. All women can express their own taste and personality choosing the style they prefer.

The brand is all MADE IN ITALY, the collection is designed using Italian high quality fabric, printed and manufactured in a small laboratory near Ancona.

There are a total of six styles, developed in a range of colours and prints: JULIE, GILDA, MAYA, AURORA, ARUBA and VIKTORIA.

The goal of SUNRISE TO SUNSET collection is to offer the best look for different women during the whole day. Tropical prints and a sportive suit for the athletic girl who love enjoy the morning watersports, geometric and floral designs to relax on the beach or walk along the water's edge, and more sophisticated and extravagant styles for the romantic sunset cocktail.

For more information please contact with: Chiara Taffarello, [Info@munamer.com](mailto:Info@munamer.com) or check the website: [www.munamer.com](http://www.munamer.com)

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