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Paper title: "Praxis of Wasatiyyat Islam: Exploring Piety and Environmental Ethics in Sustainable Modest Fashion"

Expanding the global halal economy, especially modestly, indicates a rising incorporation of Islamic principles into contemporary consumer practices. The increasing prominence of sustainable practices highlights the Islamic concept of wasatiyyat, which underscores the importance of moderation and balance, providing a distinctive framework for integrating piety with environmental ethics. This study examines the implementation of Islamic wasatiyyat sustainably and modestly, emphasizing the influence of faith and ethics on consumption and production practices. A qualitative case study approach was employed to gather data through comprehensive interviews with a practitioner in a sustainable modest fashion. Thematic analysis identified five significant themes: conscious consumerism viewed as an act of piety, obstacles in sustainable modest fashion, sustainability perceived as an extension of faith, the societal role in advancing sustainability, and prevalent misconceptions surrounding sustainable modest fashion. The findings demonstrate how the principles of wasatiyyat inform participants' endeavors to harmonize faith, sustainability, and contemporary fashion trends while also tackling the difficulties of reconciling modesty with ethical practices. This study emphasizes the capacity of Islamic wasatiyyat to function as a framework for integrating faith, ethics, and sustainability within the Muslim fashion industry. This study emphasizes the critical role of education, community involvement, and value-driven practices in advancing sustainable consumption and production. This research adds to the ongoing discussion surrounding Islam, environmental stewardship, and the influence of Muslim fashion in promoting global sustainability objectives.