

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the Entirely Merciful, the Especially Merciful.

We, at Kalima Institute, would firstly like to thank Allah (swt) for the overwhelming success that our latest article “The Dark Truth About Ex-Hijabi Influencers” has achieved. Alhamdulillah, this article has been spread far and wide and inshaAllah benefitted thousands of Muslims around the world. If it was not for the *tawfiq* of Allah (swt) we would not have been able to reach such a wide audience.

Secondly, we must thank everyone who shared, supported and promoted the article and its content. We have had many people saying things like “every Muslim should read this”, “brilliant piece” and “you have presented facts”. The positive feedback we have received confirmed to us that the message has reached the hearts of people and had a positive impact on the Muslim Ummah. We absolutely did not anticipate this amount of support from you all, so if you have helped us share this message, thank you.

We have had countless people contact us to express their gratitude for this article as it shed light on a major issue in the Muslim community – being the removal of hijab by public influential figures – which is a topic that is difficult to address and not many have spoken up about it. In fact, if this topic had already been addressed we would not have felt obliged to publish this piece. We wholeheartedly appreciate your support and we pray to Allah (swt) to help us continue addressing topics that are important to you. The amount of people who shared this article with their family and friends is testament to the importance of speaking up about the “epidemic of hijab-removal”, and just how many people feel impacted by this issue.

Also, we would like to thank those who challenged the arguments made and expressed their genuine concerns with what we have stated in this article. We appreciate constructive feedback and are always looking for ways to improve.

We published this article knowing that we may face some criticism, as it is a sensitive subject. However, our slogan at Kalima institute is the Qur’anic ayah [9:40]:

كَلِمَةُ اللَّهِ هِيَ الْعُلْيَا

The word of Allah – that is the highest

Every effort is made to post content that is in accordance with Islamic values and which has the pleasure of Allah (swt) and the benefit of the Muslim Ummah in mind. No amount of backlash will stop us from working towards this goal.

Allah (swt) says in the Qur’an [3:104]:

“وَلْتَكُنْ مِنْكُمْ أُمَّةٌ يَدْعُونَ إِلَى الْخَيْرِ وَيَأْمُرُونَ بِالْمَعْرُوفِ وَيَنْهَوْنَ عَنِ الْمُنْكَرِ وَأُولَئِكَ هُمُ الْمُفْلِحُونَ”

And let there be [arising] from you a nation inviting to [all that is] good, enjoining what is right and forbidding what is wrong, and those will be the successful.

There has been a small number of people who have objected to the article, saying things like “you cannot judge” and “there are bigger issues facing the Muslim Ummah”. Our sole intention with this article is not to ‘judge’ anyone, but to prevent harm to the Muslim Ummah. The names of the influencers were mentioned purely for the purpose of giving real examples and objective case-study type evidence. It was not directed personally at the influencers themselves. All points made about the three ex-hijabi influencers were based on pictures, quotes etc. that they have publicly posted on their social media platforms themselves.

We kindly request that you all keep these points in mind:

- The article is not a judgement of these influencers. It is an objective analysis on a very important topic – one that most are too afraid to address. The influencers mentioned in the article publicly removed the hijab, which inevitably leads to a public impact and thus requires public commentary.
- ‘Influencer’ has become a real, full-time career for many in this age of social media. Having influential power is essentially the job description of an influencer. A builder, builds. A designer, designs. Similarly, an influencer, influences. Therefore, it is not an accusation to say that the influencers know that whatever they share will influence people – whether in a good or bad way. This is a reality, and the ex-hijabi influencers (not just those mentioned in the article) are certainly aware that their actions will impact others, by nature of their job, though they may not always comprehend the full extent of this.
- The hijab is sacred and obligatory in Islam, and is in fact one of the biggest blessings Allah (swt) has gifted Muslim women. Regardless, if a sister wears the hijab that does not *necessarily* mean she is better than a sister who does not wear the hijab. However, the article makes the link between removal of hijab and a deterioration of faith based on statements from the influencers themselves. The issue is much greater than only the removal of hijab. The issue lies in the way that it will encourage people to take the commandments of Allah (swt) lightly which will gradually lead to the secularisation of society and the loss of all things sacred. This is our main concern.
- The topic of the article is specific – it addresses ex-hijabi influencers. It does not discuss non-influencers who do not wear the hijab, or those who remove the hijab privately. The topic of discussion is influential public figures who have a large-scale impact on Muslims. There is no doubt, that many influencers are well-meaning and try their best to be positive role models for their followers. This article is not about them. Rather it sheds light on influencers who built their career on the headscarf, then removed it and continued with their careers as influencers. As mentioned in the article, they have undoubtedly inspired many Muslims to wear the headscarf at the start of their career and this is commendable. However, now that they have removed it, they are inspiring others to do the same.
- We absolutely do not endorse any disrespectful behaviour towards the influencers themselves as that is not the manners of Islam.
- The doors of repentance are always open. Allah’s (swt) mercy means that it is never too late to do the right thing. Allah (swt) forgives anyone who sincerely repents to Him, no matter how big the sin. These influencers will always be our sisters in faith and we sincerely pray for them - and for us all - to be guided to the right path.

Thank you all again for your words of support and gratitude. We ask Allah (swt) for guidance and to forgive us for any shortcomings inshaAllah.

اللهم اجعلنا من الهادين والمهتدين، ولا تجعلنا من الضالين والمضلين

O’ Allah, make us from among the guiders and the guided, do not make us from the misguided and those who misguide.

With our sincerest duaas,
The Kalima Institute team