

HOW IT LOOKS IN THE INBOX



PurelyModest

Plot twist: your fit is arriving today

Order by 2 p.m. and wear it today. Modest styles made for teens.

PurelyModest

THE TEEN EDIT

AN EXTENSION OF YOUR CLOSET

Your closet, extended.

Modest pieces for her and him, picked for ages 12 to 18 and delivered fast. Get dressed and get on with your day.



Shop the teen edit

PICK YOUR VIBE

Which one is your day today?

Three moods. One easy closet.



Class Ready

Neat, comfy layers that last from the first bell to the last.

Her and Him



Weekend Mode

Relaxed pieces for hangouts, family lunches and long afternoons.

Her and Him



Dress Up Night

Classic looks for birthdays, year end functions and matric farewells.

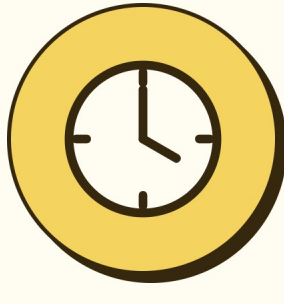
Her and Him



Accessories. Shoes, bags and more to finish every look.

FAST DELIVERY

Order by 2 p.m., wear it today



Order before 2 p.m. and your outfit can reach you the same day. Order later and it can still arrive the next day. Same day and next day delivery apply in our service areas.

1

Pick your pieces

Browse Her, Him and Accessories.

2

Pay your way

Pay contactless or choose cash on delivery.

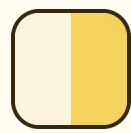
3

Wear it

Open the door and get dressed.

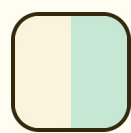
STYLE HACKS

One cream layer, three looks



School day

Start with a cream or white layer. Add one soft yellow piece and keep the accessories simple.



Hangout

Keep the same cream layer. Add a bag and comfy shoes, and you are ready to go.



Big night

Pair the cream layer with a darker piece. Finish with one bold accessory.



**Modest is not about hiding.
It is about choosing what
you want your outfit to say.**

YOUR TURN

This or that?

Pick a side. Then tell us.

Cream

or

Sunshine yellow

Sneakers

or

Sandals

Backpack

or

Tote bag

Reply to this email with your three picks. We read every reply.

SHOP WITH ZERO STRESS



Easy returns

Hassle free returns if an item does not fit.



Flexible payment

Contactless payment or cash on delivery.



Always here

Customer support is available 24/7.



Under 18? Ask a parent or guardian to help you place your order.