



Ask Our Imam

Connecting The Creation To The Creator



Am I allowed to sell day to day regular items that have images of living things?

QUESTION:

Assalaamualaykum ww. Is it permissible to sell day to day regular items that have images of animals/people on them E.g. Cereals footballs etc

ANSWER:

In the Name of Allah, the Most Gracious, the Most Merciful.

As-salāmu ‘alaykum wa-rahmatullāhi wa-barakātuh.

In principle, it is permissible to sell such items wherein the images of living things are not intended when the item is bought, such as cereals and nappies etc. However, it is impermissible to sell an item which is bought specifically for the image or where the image is the main focus, such as on clothing.

Nevertheless, whatever the case, it will still be advised that alternatives, without any pictures of living beings, be sought where possible.

May the Almighty grant you ease in all matters. Āmeen.

And Allah Ta’ālā Knows Best

Hanif Yusuf | Mubasshir Talha | Zayd Imran

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