بسم اللہ الرحمن الرحیم

The ruling on buying and selling items bearing images

Darulifta Ahlesunnat (Dawateislami)
(Translated Fatwa)

Question

What do the scholars of Islam concerning this matter: what is the ruling on buying things on which pictures are printed — for example, soap and the like?

Answer

Buying the things mentioned in the question is, without doubt, permissible, because the buyer's aim is to buy the item, not the picture. Just as Mufti Waqār al-Dīn رَحْمَةُ اللّٰهِ عَلَيْه, explaining the ruling on buying and selling books containing images, states: "In the case asked about, selling these books is permissible, for this is the buying and selling of books, not of pictures. However, selling an image separately is forbidden (haram)." (Waqar-ul-Fatawa, vol. 1, p. 218)

Note: It is binding upon the shopkeeper to avoid prominently displaying those items which bear pictures of women.

وَاللّٰہُ اَعْلَمُ عَزَّوَجَلَّ وَرَسُوْلُہ اَعْلَم صَلَّی اللّٰہُ تَعَالٰی عَلَیْہِ وَاٰلِہٖ وَسَلَّم

(Allah Almighty knows best and His Messenger صَلَّی اللّٰہُ عَلَیْہِ وَاٰلِہٖ وَسَلَّم knows best.)

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