

SAMZAR

Material Classification & Upcycling Strategy

Djellaba Collection Analysis



May 2026

<https://www.samzar.com/>



RETHINK
REUSE
REVALUE



SamZar
THE CRAFT OF WISDOM

CONTEXT

SamZar has collected around **1,000** traditional Moroccan garments:



DJELLABAS



CAFTANS



DJABADOURS



These pieces are being:



IDENTIFIED

Each piece is carefully examined for its materials, design, structure and origin.



CLASSIFIED

Items are catalogued according to type, era, condition and unique characteristics.



REUSED

Garments are thoughtfully repurposed, upcycled or transformed into new, meaningful pieces.



PRESERVING HERITAGE. PROMOTING SUSTAINABILITY. CREATING IMPACT.





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INVENTORY

DAR AL HIRAF



57

COTTON CAFTANS
& DJELLABAS



14

WINTER
DJELLABAS



25

COTTON DJELLABAS
(UPCYCLING)



14

SYNTHETIC
DJELLABAS



8

SYNTHETIC
CAFTANS



EACH PIECE HOLDS VALUE. EVERY NUMBER REPRESENTS A STORY.
PRESERVING HERITAGE. PROMOTING SUSTAINABILITY. CREATING IMPACT.





CRAFT. UPCYCLE. GIVE NEW LIFE.



Crafting and upcycling specialist SamZar invite you to design, pattern and create repurposed clothing, lighting or reuse bags from the traditional Djellaba.

The Samzar sac, with its iconic djellaba hood has been designed for multi purpose use, but initiated for daily vegetables, bread and dried goods.



INSPIRED BY
TRADITION

MADE FOR
EVERYDAY LIFE



REUSE



REIMAGINE



RECREATE

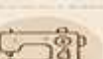


REDUCE WASTE

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WHAT YOU WILL LEARN

STEP-BY-STEP INSTRUCTIONS

- 1  **MATERIALS KNOWLEDGE**
Understand natural fabrics, their properties and best use.
- 2  **DESIGN SPECIFICATIONS**
Define purpose, size, style, function and user needs.
- 3  **IDEATION & SKETCH CONCEPT**
Explore ideas and create concept sketches.
- 4  **PATTERN MAKING**
Learn to draft and adapt patterns for the perfect fit and style.
- 5  **SEWING SKILLS**
Master essential techniques for strong and beautiful seams.
- 6  **ASSEMBLY**
Put all components together with accuracy and care.
- 7  **FINISHING, TESTING & MAKING MULTIPLES - PRACTICE**
Refine details, ensure quality and produce with consistency.
- 8  **IMPACT EFFECT**
Create with purpose and contribute to people and planet.
- 9  **SKILL ACCREDITATION**
Gain recognition for your learning and craftsmanship.

LEARN.
CREATE.
REUSE.
MAKE IMPACT.



REUSE



REIMAGINE



RECREATE



REDUCE WASTE



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A craft with a purpose

METHODOLOGY FOR TEXTILE IDENTIFICATION

The identification of textile types is based on visual and tactile analysis. By observing and touching key characteristics, students can distinguish between different types of fabrics, even without labels.

STEPS OF IDENTIFICATION



1. VISUAL OBSERVATION

Look at the surface, color, shine and weave structure.



2. TOUCH & FEEL

Evaluate the texture, softness, smoothness and flexibility.



3. WEIGHT

Estimate if the fabric is light, medium or heavy.



4. SHINE

Observe if the fabric is matte, semi-shiny or shiny.



5. BEHAVIOR

Check how it wrinkles, drapes, stretches or holds shape.



6. CONSTRUCTION

Examine stitching quality and finishing details.

KEY INDICATORS TO DISTINGUISH TEXTILE TYPES

CHARACTERISTICS	NATURAL FIBERS (e.g., COTTON, LINEN)	SYNTHETIC FIBERS (e.g., POLYESTER, NYLON)
 TEXTURE	Often soft, matte, slightly irregular	Smooth, regular, sometimes slightly slippery
 WEIGHT	Usually medium to heavy	Usually light to medium
 SHINE	Matte or very low shine	Often shiny or semi-shiny
 WRINKLING	Wrinkles easily	Does not wrinkle easily
 BREATHABILITY	High (allows air to pass through)	Low (less air passes through)
 TOUCH	Soft, warm, absorbs moisture	May feel smooth, cool, or slightly plastic-like
 EXAMPLE	Cotton djellaba fabric	Polyester djellaba fabric



EXAMPLE

If a fabric is shiny, smooth, and does not wrinkle much, it is likely synthetic (e.g., polyester).
If it is soft, matte, and wrinkles easily, it is likely natural (e.g., cotton).



This method helps students develop practical skills to identify textile types and make informed decisions for reuse and upcycling.



CLASSIFICATION SYSTEM

❑ Code format:

- [Category][ID][Origin][Gender][Type][Material]

❑ Category:

- A = Sale (Wearable)
- B = Upcycle
- C = Art & Display

❑ Example:

C010MoWDjeSy



EXAMPLES

Pink floral hooded

Printed + shiny → polyester

C005MoWDjeSy



Light purple embroidered

Smooth + embroidery → likely synthetic or viscose blend

B006MoWCafMx

SYNTHETIC'S ANALYSIS

A portion of the collection consists of 14 synthetic garments, mainly made from polyester satin and jacquard. These fabrics are characterized by their high shine, smooth texture, and decorative appearance. While they are less suitable for daily wear due to low breathability, their visual and structural qualities make them ideal for artistic use, including display, lighting, and creative design applications.



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CAFTAN 01



TYPE

Synthetic



POSSIBLE FABRIC

Polyester organza + polyester lining



CLUES

- Outer layer is transparent / sheer
- Embroidery is thick and sits on top → typical organza base
- High shine + slightly stiff
- Inner layer visible → lining



COMPOSITION

Outer: polyester organza
Inner: polyester or polyester blend





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DJABADOUR 01



TYPE

Semi-synthetic (very likely)



POSSIBLE FABRIC

- Viscose / Rayon blend
- Sleeves: synthetic organza or polyester tulle



CLUES

- Slight soft shine, not sharp → not pure polyester
- Falls fluid but keeps some structure
- Embroidery sits on a sheer sleeve fabric → typical polyester organza
- Looks too smooth to be raw cotton



COMPOSITION

- Main: Viscose + polyester blend
- Sleeves: 100% polyester





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CAFTAN 02



TYPE

Synthetic



POSSIBLE FABRIC

Jacquard polyester / brocade



CLUES

- Strong metallic shine (gold) → classic polyester
- Pattern is woven (not printed) → jacquard
- Fabric looks stiff + holds shape
- No natural fiber irregularities



COMPOSITION

100% polyester (possibly with metallic yarn)





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CAFTAN 03



TYPE

Semi-synthetic



POSSIBLE FABRIC

- Viscose or polyester-viscose blend
- Embroidery: polyester thread



CLUES

- Matte to slightly soft shine
- Flowy but not too light
- Embroidery integrated into fabric (not heavy overlay like lace)
- Doesn't look stiff like pure polyester



COMPOSITION

Viscose + polyester (majority viscose likely)





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CAFTAN 04



TYPE

Synthetic



POSSIBLE FABRIC

Polyester satin



CLUES

- Strong glossy shine (almost reflective)
- Smooth, uniform surface
- Slight stiffness + structured drape
- Wrinkles look "plastic-like" sharp



COMPOSITION

100% polyester satin





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CAFTAN 05



TYPE

Synthetic



POSSIBLE FABRIC

Polyester satin



CLUES

- Smooth, uniform surface
- Light reflection = satin weave
- Embroidery thread shiny → polyester
- Fabric looks light but not breathable



COMPOSITION

100% polyester





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DJELLABA 01



TYPE

Synthetic



POSSIBLE FABRIC

Polyester satin jacquard



CLUES

- Strong shine + reflective light
- Floral pattern is woven (not printed) → jacquard
- Fabric looks fluid but slightly "plastic smooth"
- Hood keeps shape → not natural fiber



COMPOSITION

100% polyester





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CAFTAN 06



TYPE

Synthetic



POSSIBLE FABRIC

Polyester jacquard



CLUES

- Pattern is integrated into weave
- Slight shine but more textured than satin
- Structure holds shape → not viscose
- Repeated motifs → machine-made polyester



COMPOSITION

Polyester





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DJELLABA 02



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Viscose satin OR polyester-viscose blend



CLUES

- Shine is softer and less "plastic"
- Fabric looks more fluid and natural in drape
- Wrinkles look softer (not sharp like polyester)
- Less structured → more breathable fiber likely



COMPOSITION

Viscose dominant + polyester (blend)





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DJELLABA 03



TYPE

Synthetic



POSSIBLE FABRIC

Polyester jacquard (lightweight)



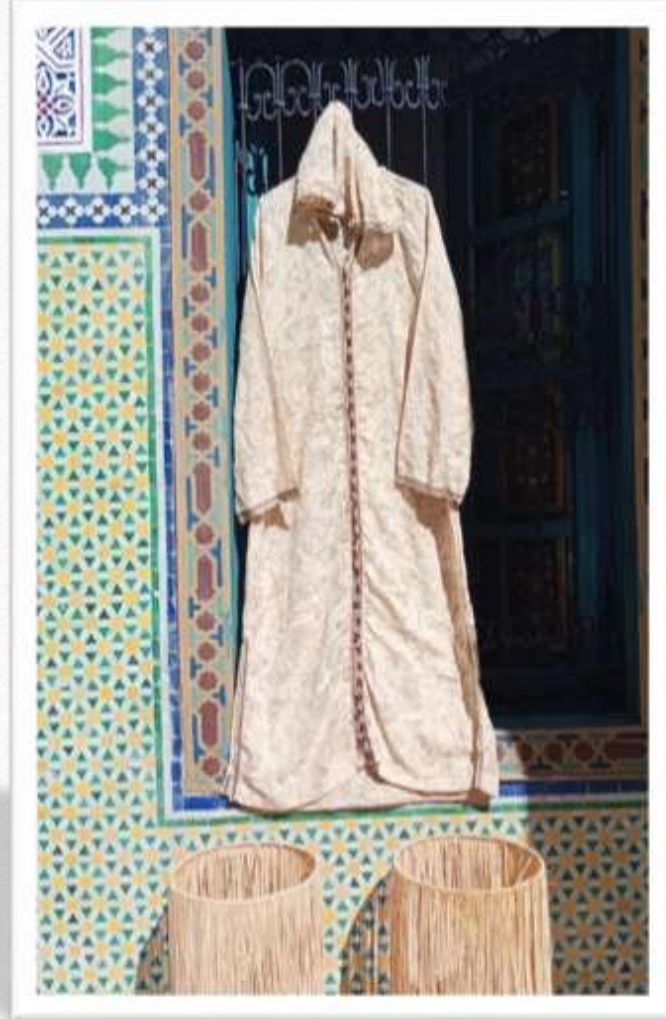
CLUES

- Visible woven floral pattern
- Slight stiffness
- No fiber irregularity
- Matte but still "synthetic flat"



COMPOSITION

Polyester





DJELLABA 04



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Shiny ribbed fabric (very likely polyester)
Polyester satin OR polyester blend



CLUES

- Shiny surface with visible ribbed texture
- Fabric has a soft, smooth and reflective look
- Falls fluidly with a natural drape
- Wrinkles appear but are light and not deep
- Less structured – more breathable than heavy synthetics
- Trim and finish look machine-made



COMPOSITION

Polyester dominant + polyester blend
(very likely)





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DJELLABA 05



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Textured slub fabric (very likely polyester)
Polyester slub OR polyester-viscose blend



CLUES

- Visible irregular slub texture with a natural look
- Fabric has a soft, lightweight and airy feel
- Dries and falls naturally with a relaxed drape
- Slight sheeny/matte mixed finish (not shiny satin)
- Embroidery is thick and well-defined
- More wrinkle-resistant than natural fabrics
- Likely machine-made fabric



COMPOSITION

Polyester dominant + polyester blend
(very likely)





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DJELLABA 06



TYPE

Natural (different from others)



POSSIBLE FABRIC

Chiffon – Georgette (very likely)
100% polyester



CLUES

- Sheer, lightweight and semi-transparent
- Soft, flowy and airy with a fluid drape
- Smooth and slightly grainy "crepe" texture
- Printed with high-definition abstract patterns
- Fabric has a faint matte finish with slight softness
- Edges are lightweight and roll slightly
- Likely machine-made digital print on chiffon/georgette



COMPOSITION

100% Polyester
(very likely)





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DJELLABA 07



TYPE

Semi-synthetic (jacquard style)



POSSIBLE FABRIC

Jacquard polyester blend
Polyester-viscose jacquard
Printed woven synthetic fabric



CLUES

- Woven textured appearance with jacquard effect
- Slight sheen with structured drape
- Pattern appears integrated, not flat printed
- Medium-weight fabric with soft finish
- Wrinkle-resistant and machine-made look
- Decorative trim and sfifa are synthetic



COMPOSITION

Polyester dominant + viscose blend
(very likely)





DJELLABA 08



TYPE

Natural (different from others)



POSSIBLE FABRIC

Textured cotton blend (very likely)
Cotton–polyester blend
Traditional woven slub fabric



CLUES

- Matte finish, not shiny or satin
- Visible horizontal ribbed/slub weave texture
- Embroidery appears soft and integrated
- Breathable with a structured yet lightweight feel
- Natural fiber look and touch
- Less wrinkle-prone than pure cotton (blend likely)
- Decorative trim and sfifa are synthetic



COMPOSITION

Cotton dominant + polyester blend
(very likely)





DJELLABA 09



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Viscose satin OR polyester-viscose blend
Embroidered satin-like fabric
Decorative woven blend



CLUES

- Slight satin sheen, soft and smooth to touch
- Raised embroidered floral and star motifs
- Embroidery looks integrated and high quality
- Medium weight with fluid drape
- Less wrinkle-prone (blend likely)
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Viscose dominant + polyester blend
(very likely)





DJELLABA 10



TYPE

Semi-synthetic satin jacquard



POSSIBLE FABRIC

Satin jacquard polyester
Embroidered satin blend
Polyester-viscose satin jacquard



CLUES

- Strong satin sheen
- Floral woven motifs integrated into fabric
- Smooth, reflective and silky surface
- Lightweight with a fluid and elegant drape
- Bright, rich color saturation
- Decorative embroidered/synthetic trim
- Holds shape slightly but remains flowing
- Less wrinkle-prone and easy to maintain
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Polyester dominant satin blend
(very likely)





CAFTAN 07



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Taffeta OR satin polyester
Polyester taffeta blend
Embroidered synthetic fabric



CLUES

- Slight sheen, smooth and crisp finish
- Lightweight with a soft yet structured drape
- Embroidery appears raised and well-defined
- Fabric looks slightly crisp like taffeta
- Holds shape well but not stiff
- Less wrinkle-prone and easy to maintain
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Polyester dominant + synthetic blend
(very likely)





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CAFTAN 08



TYPE

Semi-synthetic jacquard (different from others)



POSSIBLE FABRIC

Floral jacquard polyester
Printed jacquard satin blend
Polyester-viscose jacquard
Woven jacquard with printed/colored design



CLUES

- Elegant woven jacquard texture with floral pattern
- Slight sheen, smooth and crisp finish
- Lightweight with a soft yet structured drape
- Pattern is integrated (woven), not just printed on top
- Embroidery appears raised and well-defined
- Holds shape well but not stiff
- Less wrinkle-prone and easy to maintain
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Polyester dominant jacquard blend
(very likely)





CAFTAN 09



TYPE

Semi-synthetic (different from others)



POSSIBLE FABRIC

Burnout velvet (dévoré velvet)
Crushed velvet polyester blend
Velvet jacquard with floral pattern
Textured floral velvet



CLUES

- Soft, plush and velvet-like touch
- Rich sheen with depth and light reflection
- Floral pattern appears integrated into the fabric
- Crushed / textured surface for a vintage look
- Medium weight with a fluid and graceful drape
- Looks luxurious and festive
- Holds shape well but remains flowing
- Less wrinkle-prone and easy to maintain
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Polyester dominant velvet blend
(very likely)





CAFTAN 10



TYPE

Semi-synthetic raised jacquard (brocade style)



POSSIBLE FABRIC

Floral brocade jacquard
Raised embroidered jacquard
Matelassé-style jacquard
Textured floral jacquard polyester blend



CLUES

- Raised floral motifs woven into the fabric
- Rich, textured and dimensional surface
- Dense jacquard construction
- Medium-heavy weight with structured drape
- Slight sheen from synthetic fibers
- Luxurious brocade / upholstery-like appearance
- Intricate craftsmanship look
- Holds shape well while remaining comfortable
- Less wrinkle-prone and durable
- Trim and detailing are synthetic and decorative
- Likely machine-made fabric



COMPOSITION

Polyester dominant jacquard blend
(very likely)





CAFTAN 11



TYPE

Semi-synthetic ceremonial fabric



POSSIBLE FABRIC

Crushed polyester taffeta /
textured satin blend



CLUES

- Strong reflective satin shine
- Crinkled taffeta-like texture
- Lightweight yet structured drape
- Embroidered satin center panel
- Synthetic sheen visible under light



COMPOSITION

Polyester dominant
Possible satin-viscose embroidery blend





CAFTAN 12



TYPE

Traditional ceremonial fabric



POSSIBLE FABRIC

Jacquard brocade with satin-taffeta combination
Traditional Moroccan woven fabric



CLUES

- Woven jacquard motifs visible in fabric
- Rich brocade damask texture
- Combination of satin-taffeta panels
- Structured yet smooth drape
- Decorative braid, knots and embroidery trims
- Luxurious ceremonial appearance
- Reflective satin shine on upper section
- Intricate craftsmanship and detailing



COMPOSITION

Polyester-viscose jacquard blend
Polyester satin upper panel





CAFTAN 13



TYPE

Traditional ceremonial fabric



POSSIBLE FABRIC

Cotton–linen blend /
textured cotton–viscose blend



CLUES

- Matte natural finish
- Visible natural weave texture
- Soft yet structured drape
- Embroidery sits naturally on fabric
- Traditional artisanal look
- Breathable appearance
- Less reflective under light
- Decorative embroidery with beads



COMPOSITION

Cotton dominant
Possible linen–viscose blend
Polyester embroidery thread and beads





CAFTAN 14



TYPE

Traditional ceremonial fabric



POSSIBLE FABRIC

Jacquard brocade with woven floral pattern /
textured satin blend



CLUES

- Shimmery woven jacquard texture
- Floral motifs woven into the fabric
- Subtle sheen with elegant finish
- Soft yet structured drape
- Decorative woven trim on edges
- Embroidery-like finish on borders
- Luxurious ceremonial appearance
- Reflective details that catch the light
- Intricate craftsmanship and detailing



COMPOSITION

Polyester-viscose jacquard blend
Possible satin-viscose blend
Decorative trim: polyester / metallic thread





CAFTAN 15



TYPE

Traditional ceremonial fabric



POSSIBLE FABRIC

Glossy satin / duchess satin style fabric
Most likely polyester satin blend



CLUES

- Highly reflective with glossy finish
- Smooth silky surface
- Soft and fluid drape
- Slightly structured fall
- Uniform shiny appearance
- Luxurious and elegant look
- Ideal for ceremonial and festive wear
- Embroidery trim with traditional detailing



COMPOSITION

Polyester satin dominant
Possible viscose blend for softness
Decorative trim: synthetic embroidery thread





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SYNTHETIC DJELLABAS

MAIN MATERIALS:



Polyester satin



Polyester jacquard



Polyester organza



Brocade



CHARACTERISTICS:



Shiny



Structured



Resistant



Non-breathable

SEMI-SYNTHETIC DJELLABAS

MAIN MATERIAL:



Viscose blends



CHARACTERISTICS:



Softer



More breathable

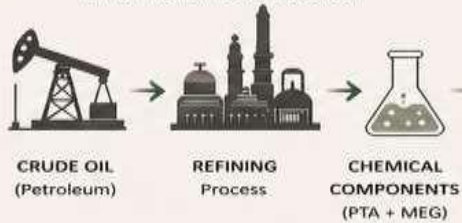


Better for clothing

POLYESTER: SOURCE, TRANSFORMATION TO DIFFERENT TEXTILES & EFFECTS ON THE ENVIRONMENT

1. SOURCE

Polyester is a synthetic fiber derived from **petroleum**, a **non-renewable** resource.



2. TRANSFORMATION PROCESS

Through a series of chemical and mechanical processes, raw materials are transformed into polyester fiber.



3. DIFFERENT POLYESTER TEXTILES

Polyester yarns can be processed into various types of textiles for multiple uses.



4. EFFECTS ON THE ENVIRONMENT



NEGATIVE IMPACTS



NON-RENEWABLE RESOURCE
Made from petroleum, contributing to fossil fuel depletion.



HIGH ENERGY & EMISSIONS
Production process consumes a lot of energy and releases greenhouse gases (CO₂).



WATER POLLUTION
Chemical processes can pollute water sources if not properly managed.



MICROPLASTIC POLLUTION
Releases microfibers during washing that end up in oceans and harm marine life.



NON-BIODEGRADABLE
Polyester takes hundreds of years to break down in landfills.



LONG-TERM IMPACT
Contributes to climate change and environmental degradation.



HEALTH ALERT. Plastics are a combination of **15,000 identified chemicals** that may, over continued use **transfer directly to us**.



**OUR CHOICE TODAY,
THEIR FUTURE TOMORROW.**



POSITIVE ALTERNATIVES & SOLUTIONS



WASH SMART
Use a microfiber filter bag, wash in cold water, and wash less frequently to reduce microplastic release.



EXTEND & UPCYCLE
Reuse, repair, upcycle and give textiles a longer life.



CONSCIOUS CONSUMPTION
Choose quality over quantity and support sustainable brands.



Polyester is durable, versatile and widely used, but it comes with significant environmental costs.

Through responsible choices and sustainable solutions, we can reduce its impact and build a better future.



Understanding the journey of polyester helps us make informed choices for a more sustainable textile industry.

LESS IMPACT. MORE AWARENESS. BETTER FUTURE.





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BEST FOR LIGHTING

ORGANZA PIECES



Lightweight and sheer, organza beautifully diffuses light, creating a soft, ethereal glow.

SATIN PIECES



Satin reflects light with a smooth, luminous sheen, adding brilliance and elegance to any space.

SHEER EMBROIDERED SLEEVES



Sheer embroidered sleeves filter and scatter light while showcasing intricate texture and craftsmanship.

REASON



LIGHT DIFFUSION

Softens and spreads light evenly for a gentle ambiance.



TRANSPARENCY

Allows natural and artificial light to pass through beautifully.



REFLECTION

Reflects and enhances light, adding depth, warmth and sparkle.



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BEST FOR ART & DISPLAY

JACQUARD FABRICS



Intricate woven patterns add depth, texture and a refined, decorative appeal to any display.

THICK POLYESTER



Dense and structured, maintains shape beautifully and creates a bold, impactful visual presence.

STRUCTURED TEXTILES



Hold their form elegantly, ideal for dramatic silhouettes, set designs and installations.

USE FOR



ART & DISPLAY ONLY

- ✦ Exhibition pieces
- ✦ Installations
- ✦ Set design & scenography
- ✦ Wall art & decorative panels
- ✦ Lighting & visual effects



FOR ARTISTIC PURPOSES THAT INSPIRE, TRANSFORM AND PRESERVE





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BEST FOR WEAR

NATURAL MATERIALS

COTTON



Soft, breathable and durable.
Perfect for everyday wear
in every season.

LINEN



Lightweight, breathable and
naturally textured. Keeps you
cool and comfortable.

HEMP



Strong, breathable and
eco-friendly. Gets softer
with every wear.

WOOL



Warm, insulating and
naturally resilient. Ideal for
colder days.

USE FOR



REWORKED GARMENTS

Perfect for upcycled
djellabas, jackets, dresses
and other wearable art.



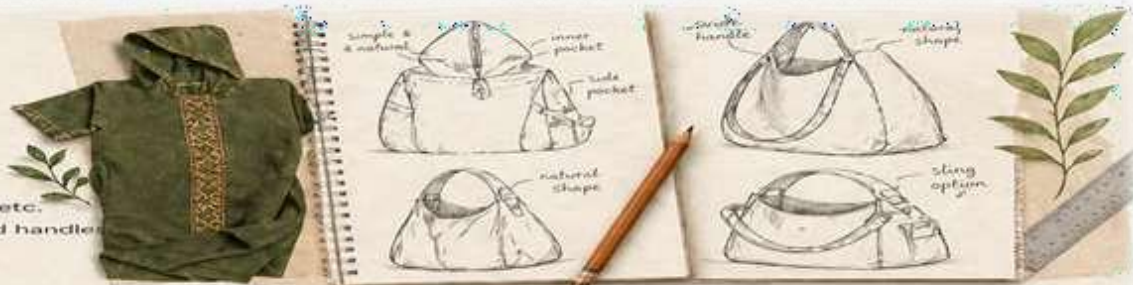
COMFORTABLE PIECES

Ideal for scarves, wraps,
kaftans and relaxed pieces
made for all-day comfort.



1 IDEATION / SKETCH

- **Keep it simple, or be creative**
- **Clothing:** Maximise material use, deconstruct carefully, add custom pockets etc.
- **Bags:** Customise pockets, compartments and handles. Add double thickness for protection, to give extra body or for high wear areas.



2 BAG PATTERN MAKING & CUTTING

- Create a stencil from reuse cardboard/paper, cut out patterns and transfer stencil outlines onto your fabric.
- Leave a 1cm margin for sewing hems, or 2cm as extra hem for added strength in heavy load bags.



3 CUT THE FABRIC

The process involves cutting all pieces before sewing.

1. MAIN BAG SECTIONS
50 x 39 x 2 pieces



2. BASE
None on this bag



3. HOOD
39 x 33 x 2 pieces



4. MEDIUM HANDLES -
DOUBLE WIDTH
36 x 8 x 2 pieces



5. SLING -
DOUBLE WIDTH
80 x 8 x 1



6. POCKETS



THIS SIMPLE VERSION
with no sling, no pockets and a fixed hood



THIS VERSION
with sling and handles, pockets and natural shape



PROTIP: Use material as efficiently as possible, minimising cutting and offcuts, use where possible existing hemlines, natural curves and embrace quirkiness.



NATURE CONNECTION

By upcycling, you:



REDUCE SINGLE-USE PLASTIC

Every time you use your sturdy bag instead of disposable plastic, you cut down plastic waste.



RECYCLE TEXTILES

Old kaftans and jeans gain a second life instead of going to landfill.



CONSERVE RESOURCES

Denim and fast fashion is water and energy intensive to produce. Reuse avoids the footprint of new fabric.



CONNECT WITH NATURE

Crafting with your own hands shifts your lifestyle towards respect and harmony with the environment, proving that everyday actions—like carrying your own bag—can protect ecosystems and reduce pollution.



REUSE



REIMAGINE



RECREATE



REDUCE WASTE



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THE SAMZAR COLLECTION STUDY

SamZar has collected around 1,000 caftans, djellabas and other traditional Moroccan clothing that is being identified, catalogued and assigned best repurpose options.



MATERIALS



DESIGN



STRUCTURE



EMBROIDERY



ORIGIN

Where possible, we identify the age and origin of each piece.



IN PARTNERSHIP WITH DAR AL-HIRAF



Dar Al-Hiraf, a craft workshop/atelier in Fez, runs sewing and upcycling workshops working with denim jeans to create bags, reducing single use plastic in the medina.



UPCYCLING TRADITION

Workshops also reuse the SamZar collection of cotton, linen and wool kaftans and djellabas into practical, beautiful new pieces.



PRESERVING HERITAGE

Honoring Moroccan craftsmanship and cultural heritage.



SUSTAINABLE FUTURE

Reducing waste and promoting circular fashion.



EMPOWERING COMMUNITIES

Supporting local artisans and creating meaningful work.



CREATING NEW LIFE

Turning traditional textiles into modern, practical designs.



FROM HERITAGE TO PURPOSE. TOGETHER WE CREATE CHANGE.

