



PROOF OF IDENTITY

BAAZZ 2 | THE BABY CHOUK BAG | Limited Edition **B A A Z Z**



LEGACY

BORN NOMADIC. NOMADIC AGAIN.

The Chkara carries Morocco's ancestral leatherworking heritage an object made for movement, carrying generations of material and immaterial know-how.

BAAZZ strips it back to its essence through a radically minimal reinterpretation: the signature leather fold, visible hand stitching and multiple pockets.

One language. Three expressions.
BAAZZ 1 . THE CHOUK BAG. LIMITED EDITION
BAAZZ 2 . THE BABY CHOUK BAG. LIMITED EDITION
BAAZZ 3 . THE CLUTCH – LIMITED EDITION

Not to reproduce the Chkara, but to make its craft visible, relevant and nomadic again.
Heritage, stripped back.
Craft, carried forward.



CONCEPT

THE WORK CAME FIRST. BAAZZ CAME AFTER.

Ghislaine Maghnouj Elmanjra
Founder & Independent Designer
Casablanca, Morocco
AIDA Designer of the Year 2026

For over 20 years, Ghislaine has worked where culture, social impact, entrepreneurship and innovation meet. Before BAAZZ, she built a 1,200 sqm ecosystem in the heart of the Medina, bringing craft and technology together to preserve local know-how and create opportunities for younger generations. BAAZZ came after - as the economic engine of a collective vision: preserving what risks disappearing, creating value around it, and giving back to the communities that keep it alive.

Because heritage was never meant to be locked away. It was meant to be shared.

BAAZZ takes that belief beyond borders, bringing together crafts and makers from around the world to create through exchange, not appropriation.

Different hands. Different cultures. One shared creation.
Designed in Morocco. Brought to life by people.



HAND

DESIGN MEETS MASTERY.

The BAAZZ Leather Bags are born from a collaboration between BAAZZ design and a reference Moroccan luxury leather atelier, guardian of exceptional know-how and long-standing partner to leading international luxury houses. BAAZZ brings the vision.

The atelier brings decades of mastery. The piece is built in between.

Together, they strip ancestral leatherworking back to a radically minimal language: the signature fold, multiple pockets and visible hand stitching.

Neither design over craft.

Nor craft in service of design.

Two forms of expertise. One creation.



R A W

GOOD MATERIALS NEED LITTLE EXPLANATION.

The BAAZZ Leather Bags are crafted from 100% certified European leather, selected for quality, durability and the way it develops character over time.

The leather does the work: folded, structured and hand-stitched rather than covered in unnecessary ornament.

Metal components are made from 100% solid brass, sourced from Maison Poursin, the historic Parisian maker founded in 1830.

Leather. Brass. Hands. Nothing added without reason.



I M P A C T

THE OFFCUT BECOMES THE NEXT DESIGN.

Making a bag leaves leather behind.

BAAZZ doesn't leave it there.

Every usable offcut is recovered and passed on to BAAZZ artisans, becoming the starting material for the BAAZZ Slipper.

Different remnants create different constraints.

Those constraints shape the next design.

Upcycling becomes a creative loop between materials, objects and hands.

One creation feeds another.

Less leather is discarded.

More value is given to what already exists.

Not leftovers. The beginning of the next piece.