



PROOF OF IDENTITY

BAAZZ 5 | THE BZIM BUCKLE | Limited Edition

B A A Z Z



LEGACY

HERITAGE WAS NEVER MEANT TO STAY IN ONE PLACE.

The Fekroun, rooted in Moroccan ceremonial dress, was more than a buckle. Worn at the center of the body, it carried identity, protection and presence.

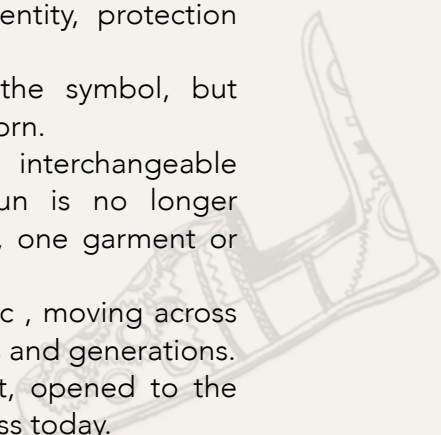
BAAZZ preserves the symbol, but frees the way it is worn.

Reimagined as an interchangeable buckle, the Fekroun is no longer bound to one belt, one garment or one occasion.

It becomes nomadic, moving across silhouettes, cultures and generations.

An ancestral object, opened to the way we live and dress today.

Same heritage. New freedom. Open to the world.



CONCEPT

THE WORK CAME FIRST. BAAZZ CAME AFTER.

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

For over 20 years, Ghizlaine 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

KNOWLEDGE MOVES FROM HAND TO HAND.

Khalil F.
Master Jeweler - Casablanca, Morocco

Khalil grew up beside his father, a craftsman of Moroccan heritage. After losing him at thirteen, the transmission continued through his cousin, who taught him the jeweler's craft. Ten years in the workshop followed before Khalil built his own atelier.

Today, each BZIM carries that accumulated knowledge. Hammered. Engraved. Sculpted by hand.

Through the traditional art of Takhrām, every gesture leaves its trace.

Not decoration for decoration's sake. Knowledge made visible.



R A W

SILVER. HAND. TRACE.

Each BZIM is crafted from solid silver, sourced and selected by Khalil for quality and durability.

Every piece is hallmarked by the artisan himself, a signature of origin, authenticity and responsibility.

Through Takhram, the silver is hammered, engraved and sculpted until its relief emerges.

No two surfaces are exactly alike. They are not imperfections.

They are proof that a hand was there.



IMPACT

A CRAFT NEEDS A NEXT GENERATION.

Takhram is disappearing.

Keeping it alive means more than preserving what was made yesterday.

It means making sure someone can practise it tomorrow.

The atelier trains future talent while investing in technology to make the most demanding parts of the work less strenuous, never to replace the hand.

Technology eases the work.

The hand keeps the knowledge.

BAAZZ brings contemporary demand into this ecosystem, helping turn an endangered skill into living work, economic value and transmission.

Not a craft kept behind glass.

A craft with a future.