PROOF OF IDENTITY

BAAZZ 7 I DENIM BABY KAFTAN | Limited Edition

BAAZZ

LEGACY

ONE KAFTAN. MANY LEGACIES.
The Moroccan Kaftan is living heritage.

BAAZZ keeps it moving.
The Baby Kaftan turns it into a nomadic BAAZZ signature reinterpreted in leather, denim, velvet and brocade, beyond one material, one occasion or one way of being worn.

Each edition also brings forward forgotten and lesser-known Moroccan embroideries from Azemmour, Chefchaouen and Fez to Hassani and Rif traditions.

Not revived to be looked at.
Revived to be worn.
Different materials. Different stitches.
Different stories.

One Kaftan. Many legacies. Still moving.

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

DESIGN DOESN'T WORK ALONE.

Every Baby Kaftan is developed in collaboration with specialized artisan ateliers, chosen for the expertise each material and technique demands.
BAAZZ brings the design.
The artisan brings the intelligence of the hand.

And that collaboration continues where most would stop.
Linings and labels are applied by hand within the BAAZZ ecosystem, using brocade offcuts from the collection.
Because the inside deserves the same attention as the outside.
Different expertise. Different hands.
One creation.

Two forms of expertise. One creation.

RAW

IF WE USE IT, WE TRACE IT.

Leather. Denim. Velvet. Brocade.
The Baby Kaftan moves from one material language to another, each changing its weight, structure, touch and expression.

But the rule never changes:
Every material is traceable.
Its origin and journey are documented, turning sourcing into information rather than assumption.
Because knowing what something is made of is only half the story.

Knowing where it comes from is the other half.
Different materials. Same standard.

What we use, we trace.

IMPACT

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.