



PROOF OF IDENTITY

BAAZZ 9 | KAFTAN COAT | LIMITED EDITION B A A Z Z



LEGACY



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

BAAZZ keeps it moving.

The Kaftan Coat preserves its long, commanding silhouette while shifting it into a contemporary outerwear language.

Length becomes structure.

Embroidery becomes identity.

The ceremonial becomes everyday.

Across each edition, BAAZZ also brings forward Moroccan embroidery languages and techniques, allowing different traditions, stitches and gestures to enter a new context.

Not revived to be looked at.

Revived to be worn.

Different stitches. Different stories.

Different hands.

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 BAAZZ Kaftan Coat is developed in collaboration with specialised artisan ateliers, chosen for the expertise each technique demands.

BAAZZ brings the design.

The artisan brings the intelligence of the hand.

The piece is built in between.

The embroidery follows the architecture of the garment - framing the front, collar, sleeves and hem while allowing individual motifs to punctuate the surface.

The hand is not hidden behind the design.

It is what gives the design its depth.

And that attention continues inside the piece, where finishing, lining and construction are treated with the same consideration as the exterior.





RAW

IF WE USE IT, WE TRACE IT.

The Kaftan Coat is built through the meeting of material, embroidery and structure.

The fabric gives the garment its fall and movement.

The embroidery gives it relief, rhythm and identity.

Neither exists independently from the other.

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 Kaftan Coat leaves fabric behind.

BAAZZ doesn't leave it there.

Every usable offcut is recovered and reintroduced within the BAAZZ ecosystem, including in linings and labels.

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 material is discarded.

More value is given to what already exists.

Not leftovers. The beginning of the next piece.