



PROOF OF IDENTITY

THE BAAZZ SNEAKER | Limited Edition - 1/500

B A A Z Z



LEGACY

SOME THINGS ARE WORTH CARRYING FORWARD.

The Ikourbin-Idoukan is a rural sandal rooted in Morocco's Atlas and Anti-Atlas.

Lesser known than the city babouche, its story has been overlooked, simplified - sometimes reduced to folklore or stripped of meaning by fast fashion.

BAAZZ starts there.

We don't create to add another product to the world.

We create when something is worth carrying forward.

The BAAZZ Sneaker does not copy the past. It gives it another life.

Heritage should not be frozen. It should move.

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

HANDS STILL MATTER.

**António Lemos
Shoemaker & Producer - Felgueiras,
Portugal**

For over 35 years, António Lemos has worked with leather, construction and the precision of traditional shoemaking.

His journey has crossed borders - including Morocco - before bringing him back to Felgueiras, at the heart of Portuguese shoemaking.

For BAAZZ, his know-how matters beyond production.

Because knowing how to make a shoe also means knowing how to repair it.

A skill. A hand. A profession worth keeping alive.

**Made by people.
Made to last.
Made to be repaired.**



R A W

NO CLAIMS. JUST FACTS.

Materials are where transparency begins.

Every material has an origin. A function. A standard.

- ◆ UPPER - European cow leather / USDA Certified Biobased Product
 - ◆ LINING - Sheep leather, Nigeria / Spain / LWG Gold Rated
 - ◆ INSOLE - Sheep leather + polyether foam / LWG Gold Rated & ISO certified
 - ◆ OUTSOLE - Certified recycled materials / Made in Portugal
 - ◆ INTERNAL WEDGE - EVA / Espanso EVA / REACH compliant
- We don't ask you to believe a sustainability story.
If we make it, we should be able to prove it.

IMPACT

WHY REPLACE WHAT CAN BE REPAIRED?

Most sneakers are designed around replacement.

Complex constructions and bonded materials make many of them difficult - sometimes impossible - to repair.

The BAAZZ Sneaker was designed differently.

Its full-leather construction and traditional shoemaking architecture make it almost entirely repairable.

A worn sole? Repair it.

Damaged leather? Repair it.

A component fails? Replace the component.

Not the shoe.

And there is another reason.

Every repair keeps alive the cobbler's craft - a noble manual profession increasingly threatened by footwear that was never designed to be repaired.

For BAAZZ, repairability is therefore both an environmental choice and a cultural one.

It extends the life of the object.

It reduces waste.

It gives work back to skilled hands.

BUY LESS IS EASY TO SAY.

**MAKING THINGS WORTH
KEEPING IS HARDER.**

