

أجرأة
AUDACE
THE LARGEST MOROCCAN SUSTAINABLE FASHION, BEAUTY & DESIGN ACCELERATOR



A WORD FROM THE PRESIDENT

“Initiative AUDACE is an ambitious project, both human and inspiring, which aims to bring out Moroccan creative talents with “Green Made In Morocco” brands and open the door to industrialization for them.

In order to help them professionalize their approach, we accompany them in the development of their brand, the integration of sustainability and ethics in their creation, in order to achieve the level of global competitiveness required.

It is with this in mind that Initiative Audace provides support and assistance to Moroccan creators of clothing, cosmetics and design.
AUDACE Showroom is a professional event exclusively reserved for the fashion and design industry.

We wish you a great event full of encounters and new perspectives.

Youness BOUCHIDA
Founder - President and chief executive officer

PROGRAM

FRIDAY, NOVEMBER 10TH AUDACE FASHION SHOW

**FAIRMONT LA MARINA RABAT SALÉ HOTEL &
RESIDENCES**

- **PRESS CONFERENCE 17:00**
- **AUDACE DESIGNER SHOW 20:00**
- **FOLLOWED BY A COCKTAIL RECEPTION**

SATURDAY, NOVEMBER 11TH AUDACE SHOWROOM

TOUR HASSAN PALACE RABAT

- **SHOWROOM BY APPOINTMENT 9:30 - 13:00 /
14:30 - 17:00**
- **LUNCH 13:00 - 14:30**
- **GALA DINNER AND AUDACE AWARDS
PRESENTATION 20:00 ON PERSONAL
INVITATION LONG DRESS AND SMOKING
REQUIRED**

Given priority to sponsors, press and buyers



TOUR HASSAN PALACE
un Siècle de Traditions

WITH THE PRECIOUS SUPPORT OF

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المملكة المغربية
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Royaume du Maroc

Ministère de la Jeunesse, de la Culture et de la Communication



Fairmont
LA MARINA RABAT-SALÉ



DS AUTOMOBILES

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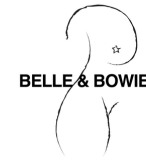
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CLOTHING



Trained as a stylist, Meriem Khaldi founded Belle & Bowie in Morocco, a young brand with Rock & Roll and Disco inspirations. The B&B pieces are versatile. They cross seasons, trends and standards, to enrich your wardrobe with an infinite range of choices, shapes and associations, and thus awaken the style of each one.

The "Belle & Bowie girl" reveals her femininity without modesty and dares to bring out the Rebel side in all of us while keeping a thoughtful buying mindset. Ethics and environmental awareness are our values around which our entire community is united. This reflection encourages us to continue to produce eco-responsible pieces made from "dead stock fabrics".

Its founder has decided to launch its first vintage collection this year, in order to be part of this slow fashion dimension.

Cousu is a subtle link between ancestral Eastern art and modern Western fashion.

Cousu, a 100% Moroccan label founded by Ghalia Iraqi. This fashion enthusiast magnifies and modernizes lambskin leatherwork, the age-old, well-kept know-how of Moroccan craftsmen. The brand focuses on the modern, modern woman, the active woman in search of freedom. Our designs reflect two passions: the nobility of materials and fashion.

We essentially use exceptional lambskin for its suppleness, lightness and softness, making leather a pleasant, easy-to-wear material, like a SECOND SKIN.

All our products are handmade and designed with the utmost care, guaranteeing quality and durability.

In our own small way, we try to encourage our craftsmen to keep alive the ancestral know-how of our country.

Moroccan craftsmanship is one of the oldest and most beautiful in the world. A know-how that we are proud to represent. We combine the work of craftsmen with innovative technologies and contemporary designs to create products that are both timeless and modern, using quality materials and environmentally-friendly practices.

We are committed to promoting Moroccan products internationally, so that Moroccan products can be known and appreciated all over the world.

We believe this will not only help local businesses to grow, but also stimulate our country's economy.

https://www.instagram.com/cousu_officiel/



cup of sea

Cup of Sea is resort collection marries the traveling lifestyle with summer fashion. our collection, is perfect blend personalities of a stylish traveler's wardrobe, light convenience, natural simplicity and feminine sophistication. Festive & effortless clothing stretching from "après-midi" look to past midnight cool summer night.

Our resort collection is characterized by lighter fabrics and vacation-inspired themes, featuring elements like beachy prints, flowy dresses, and relaxed silhouettes. They are also designed to be versatile, providing a seamless transition from day-to-night.

Our muse is the sun-kissed woman, adventurous, chasing summer sunsets all of over the globe, walking with a fare of joy, a mark of individuality and celebration of love of life. "celebration of individuality"

Made in Morocco with local arstisans.

https://www.instagram.com/cupofsea_life/





Hanout Boutique is a luxury ready-to-wear brand for women from Morocco.

With the recent addition of a new men's line and the development of a custom-made couture collection, our brand is unfolding with a resolutely modern vision.

Our DNA is rooted in Moroccan culture. Our collections contain permanent references to our heritage.

Chic and modern silhouettes, mixtures of fabrics and textures give our collections a contemporary identity. Our collections are made in our own workshops with a team of talented artisans and craftsmen who have been part of the Hanout adventure since its creation.

Renewed creativity, a clear and distinguished identity, a great sense of detail and a socio-economic ethic are the strengths of Hanout Boutique.

<https://www.instagram.com/hanoutboutique/>





Welcome to the world of ITRI (star in Berber), a ready-to-wear brand created by Karima ELLAHYANI, who embodies the future of sustainable fashion, where fashion meets elegance and individuality expresses itself through every couture.

Karima is inspired by her environment, the richness of Moroccan craftsmanship and her travels through the different regions of Morocco.

At ITRI, we believe that fashion is much more than just clothing; it's a form of self-expression. What began as a resort line centered around a Beach Wear collection has organically evolved into a complete lifestyle brand that creates eco-responsible ready-to-wear collections that embody the future of sustainable fashion. His love of sobriety and admiration for Moroccan embroidery has led the brand to become a benchmark in the fashion world.

ITRI is known for its minimalist design. All our garments are made in local workshops to encourage creativity and innovation. We use linen to ensure optimal comfort and exceptional durability. Each garment is crafted with attention to detail, ensuring that you feel comfortable and stylish in all circumstances.

So to limit our ecological footprint on the fashion industry, we select end-of-rolls from local textile companies so that fashion is both stylish and eco-responsible.

Our goal is to help you feel confident and be yourself, no matter where you are or what you're doing.

ITRI - Dare to be yourself at every moment.



LUNE DE JOUR

Lune de jour is a world of elegant, chic and refined pieces, both contemporary and retro-traditional, without forgetting the ever-present Moroccan soul. This universe was dreamed up by 17-year-old Louna, a high-school student embarking on a career while continuing her studies, with the help of her mother Jihane, a dermatologist who, after a burn-out, wanted to rediscover her soul and her childhood dreams by launching herself into fashion while continuing her medical career.

In August 2022, this dream became true.

Lune de jour pays tribute to Lalla Chrif, great-grandmother and grandmother respectively of the founders. The founders drew much of their inspiration from this formidable woman, who had a particularly avant-garde vision and opposed the norms of her time, but who was nonetheless very attached to her Moroccan traditions.

Lune de jour symbolizes Morocco in all its splendor through the craftsmanship of its artisans and the Moroccan details that mark each piece, giving it an identity.

https://www.instagram.com/lunede_jour/



.MAISON LES ÉNERVÉS

Founded Sam Coline

Les Énergés are above all passionate people with character, who love to travel, whose lifestyle is versatile and "out of the ordinary".

Energés, yes, but founded without anger, because the founder's idea is to propose a garment that can be used differently - that breaks the classical uses of textiles.

The choice of materials, such as honeycomb, is a material that is rarely seen in the ready-to-wear industry where it is usually used for linens.

Revolutionizing its use and making it a chic garment is a challenge that the house wanted to take up.

And he didn't stop there - he also wanted to revisit the way other houses shape and work the garment, combining architectural lines and different sewing techniques while paying close attention to detail.

<https://www.instagram.com/maisonlesenerves/>





MINA BINEBINE

Mina Binebine is a brand that combines Moroccan elegance, creativity and modernity. Collections inspired by Arab traditions and Moroccan heritage that perfectly meet the requirements of current trends.

Unique and exclusive pieces, all more original than the others. Using as materials of confection of fabrics of Berber carpet, recyclable buttons, noble fabrics, a sewing which marries perfectly the curves and structures the silhouette, colors tendencies and obviously embroideries made has the hand.

In search of a daring wardrobe and a classic look but at the same time refined, elegant and daring. Like a transgender mix that brings a new vision of luxury. She knew how to make a garment originally utilitarian and revalue it in a modernized version that will fit both men and women.

Made by artists who strive to continually prove their expertise and bring a dose of craftsmanship by giving all their extra soul to their creations.

<https://www.instagram.com/mina.binebine/>





Mashrika is a clothing brand that reflects the dynamism and resilience of today's women. Each piece in our collection is carefully crafted to express the modernity, elegance and uniqueness of its wearer. Whether you're a busy professional, a passionate entrepreneur, a committed woman or an ambitious student, our garments are designed to see you through your busy days.

Exclusivity is at the heart of our approach. Each piece is meticulously crafted in limited quantities, ensuring that you wear a garment that stands out from the crowd. Our commitment to quality materials and meticulous craftsmanship ensures that each garment is a true work of art.

We firmly believe that chic, stylish fashion shouldn't be reserved for the elite. That's why we strive to make our clothes accessible, without compromising quality or design. Join us on this adventure where fashion meets functionality, exclusivity meets accessibility, and where each garment tells a unique story. Welcome to our world, where active women find their style without compromise.

RUE *des* TILLEULS

Rue des Tilleuls is a Moroccan clothing brand created by Kenza Wahabi, whose objective is to reveal the person who will wear our creations through elegant and authentic pieces.

At Rue des Tilleuls, we seek to put our ancestral Moroccan know-how at the very heart of our creative approach in order to obtain timeless pieces. For us, the authenticity of the handmade undeniably makes the difference in terms of final result.

On the other hand, we also take care to select quality fabrics for our collections. The majority of our materials are natural: we work with natural linen, cotton or local wool hand-woven by Moroccan artisans. Ornaments are also made by the hands of local Maalems*, using carefully selected materials.

*Maalem= Moroccan term for Master Craftsman.

<https://www.instagram.com/ruedestilleuls/>



Summer forever

Summer forever began when Nihad left her job as a consultant to set up a clothing workshop in Casablanca. There, she spends her days experimenting with new prototypes using carefully selected materials.

For two whole years, she put her dream on hold to carry out freelance consulting assignments, while training assiduously in pattern-making and developing her creativity.

The Bain Collection, launched in Spring 2023, immediately found a home in the Kingdom's most luxurious hotels.

The brand stands out for its seamless cut that elegantly shapes the silhouette. With a commitment to sourcing materials already in stock in Morocco to boost the local ecosystem and limit its carbon footprint, Summer forever is an eco-responsible brand proud to contribute to the 'made in Morocco' label.

<https://www.instagram.com/summer.for.ever/>





Since launching their label in 2010, the two designers Samira Esbai and Meriem Boumezyl have managed to have a unique imprint made of avant-garde pieces with timeless glamour.

A signature line made of unique handcrafted designs bringing the complex of Moroccan heritage.

https://www.instagram.com/smdesign10_officiel/



JEWELRY



Kenza Klay is a brand of lightweight earrings for modern women who value individuality, style and durability.

Hand-sculpted using polymer clay, each pair of earrings is a unique masterpiece inspired by Moroccan architecture and colors.

With a focus on eco-friendly packaging, small-scale production and zero waste, Kenza Klay redefines accessorizing for fashion-conscious women.

<https://www.instagram.com/kenzaklay/>



I'C

rhita créations
CONTEMPORARY MOROCCAN JEWELLERY

That feeling of surprise after a quick glance at your hands, or that gleam in your eye after catching a glimpse of your reflection in the mirror - remembering the elegant person you are, that's what Rhita looks for in her jewelry. Sometimes, just a gracefully designed piece is enough to make you special.

Born in Morocco and with a degree in architecture from Paris, Rhita draws inspiration from her education and her native country in her designs. She incorporates elements ranging from clean architectural lines to the geometric shapes of traditional Berber tattoos, and blends them seamlessly with gemstones in minimalist, graphic and contemporary designs.

Each piece is made of 925 silver and handcrafted in the rhita creations workshop in Rabat. The result materializes in sparkling fragments made to last a lifetime and which may one day be passed on to your children or grandchildren.

ACCESSORIES



Contre-Allée

It takes one day of hand weaving to produce a pair of raffia shoes.

The added value of our products lies in the handmade production by Moroccan craftsmen. Their unique know-how offers you an authentic, quality product, designed to accompany you over time. We wanted to enhance this material by creating an original, light and comfortable shoe.

Contre-Allée has a double objective:

To bring raffia up to date, a material that is little used in the textile industry - To promote local craftsmanship and thus offer an alternative and sustainable solution to mass consumption Contre-Allée chooses to highlight the know-how of the weavers in order to offer a unique product on the fringe of mass-market products.

The different models of shoes were born while walking through the neighborhoods of Casablanca. The soul of these neighborhoods vibrate and resonate in each fiber of our shoes. It is by wearing our brand that our history is transmitted. We have named our shoes Bachko, Lamdina or Sbata and accompanied them with a text inspired by these lively neighborhoods. An invitation to travel and poetry in raffia shoes (but be careful not to lose one after the stroke of midnight...)

<https://www.instagram.com/contre.allee/>





IDYR is a young Moroccan brand that breathes new life into the art of the Boucharouite rug, transforming fabric scraps into an ethical and sustainable textile.

IDYR combines casual chic with sustainability, offering exquisite, handmade pieces.

More than a fashion or decorative accessory, it's an ethical commitment to our artisans and a fight against textile pollution in Morocco - a timeless tale woven with modern values.

<https://www.instagram.com/idyr/>

Founded in Casablanca, Morocco, in 2017 by Sanaa Lansari, Noss Noss is a leather goods brand, inspired by Moroccan cultures and combining current trends with local know-how.

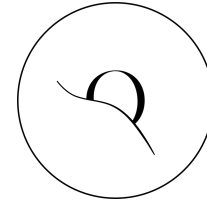
In Arabic, Noss Noss means "half and half," an expression used to highlight the complexity of situations, emotions and moods. A hybrid, Noss Noss is the promise that modernity and tradition can come together in a single fashion piece.

With pop, colorful and contrasting inspirations, Noss Noss' designs are part of an urban trend that is both modern and creative, and at the same time carries the complex Moroccan heritage in leather and textile work.

The collections promise flexibility of use and comfort adapted to daily use.

Accompanied by local artisans, masters in leather goods, the Noss Noss brand is today a reference in its specialty: Moroccan bags and accessories.





We are Oumama and Naila, two sisters united by life and by our professional project: Oumaäti, a Moroccan leather goods brand. Our academic backgrounds in styling and pattern-making in Casablanca and Paris have shaped our expertise.

Our decision to collaborate was born of our desire to perpetuate Moroccan leather craftsmanship, drawing on our father's invaluable know-how. Oumaäti embodies our vision of combining tradition and modernity, using contemporary design techniques.

In the heart of Casablanca, our family workshop, run by our father Maäti, is where all our creations come to life. With 40 years' experience, he oversees every stage of production, from design to manufacture, with no intermediaries involved.

Years of research and development have culminated in the exclusive design of Oumaäti bags, highlighting the quality of Moroccan materials and craftsmanship. Each product is a fusion of history, tradition and innovation, embodying our commitment to enhancing Morocco's heritage and creating unique pieces.

<https://www.instagram.com/oumaatiofficial/>



DESIGN

In 2019 in the Marrakech region, textile designer Camille Bertrand founds Brodeuse Voyageuse. A textile studio, we offer artisanal textile finishing at the crossroads of tradition and contemporary design.

Today, Brodeuse Voyageuse's DNA is based on 4 core values: Valuing the artisanal gesture; Promoting the local economy; Demanding the ecology of the process and the traceability of the product; The central role of the woman in the project; Every research, action and creation is based on these choices. We are uncompromising on all these points: from the choice of partners to the commercial orientation of the pieces we produce.

We develop collections of objects for interiors, and make our know-how available for tailor-made projects in the field of architecture and interior design. The pieces are made from natural or upcycled materials to minimize their environmental impact. Our products enable craftswomen to make a dignified living from their work while perpetuating the gestures of embroidery and weaving.

In our collections, we invite you on a journey from the palaces of Marrakech with their colorful zelliges to the desert dunes under the stars. Rozlaby embroidery and silk thread weaving create these suspended moments on rugs and cushions, as well as on accessories such as embroidered cashmere and silk scarves and stoles.

Our textile products are dedicated to the art of living. They reveal refined, eclectic atmospheres, where the exacting standards of the material and the precision of the design combine with the authenticity of handmade craftsmanship.





Lalla De Moulati is a brand of decoration. Creations where the dignity of the work with the hand makes only add to that of authentic materials. Through pure forms and simple but accurate color associations, she reinvents and perpetuates traditional motifs that are declined on a whole range of products constituting a true art of living.

Tableware, cushions, stoles, invite themselves in the interior of all those likely to be seduced by the delicacy of a rabati embroidery or the undulations of a rococo stucco. More than a label, Lalla De Moulati is a link between several cultures and times having in common aesthetes who, today as yesterday, are thirsty for elegance, originality and authenticity.

Trained at the Ateliers du Carroussel du Louvre, the Atelier Clouet and the Studio Berçot in Paris, Leila Billon has created a brand where craftsmanship, as it has always been able to do with such finesse, is reinvented through contact with motifs, techniques and colors from other cultures. Today, she draws from her readings, her travels and especially a life spent between Paris and Rabat, the necessary inspiration to create in her collections a delicate and personal synthesis between the heritages of North Africa and the Western world.

MYROC

Marwane Haddioui is a self-taught designer and founder of MYROC, creative studio based in Marrakech and established upon experimental design, research, and sustainable practices. He aims to reinterpret Morocco's know-how and cultural heritage through a unique blend of ancestral techniques, natural resources, and innovative design.

"Matters in dialogue" is the philosophy behind the concept. Materials, textures, and colors communicate in the hands of master artisans to tell stories and prompt unexpected conversations. Together, they create extraordinary decorative and functional objects for modern living. Each creation is skillfully handcrafted in limited editions for retail and unique pieces for galleries and exhibitions.

"My work follows meaningful narratives that question social constructs, beliefs, and identity. I constantly deconstruct the existing conventions that structure our societies in order to rebuild and reshape my own way of thinking. And that's the driving force behind the studio".

https://www.instagram.com/myroc_studio/





"The World's beauty is the way we look at it"
NOUN DESIGN is a lifestyle and design brand "Made in Morocco".

Architect with more than 25 years of experience in interior design, Dorothee Navarro created the furniture brand Noun Design.

Passionate about her native Morocco, nourished by a rich creative journey, far from the diktat of trends and faithful to her conviction that "we create nothing that doesn't take its source in ourselves", Dorothee offers us, through her collection, a very personal beauty and well-being.

Her original creations, combining crafts and technical know-how are a true ode to joy, inspired by Morocco, its culture, its nature, its colors and its light.

Also imagined as a creative platform with state-of-the-art production units, Noun Design aims to collaborate with artists, craftsmen and women, designers and architects.

The will is to develop an ethical, contemporary and joyful creativity in Morocco and to make it shine beyond its borders.

<https://www.instagram.com/noundesign/>



BEAUTY

ANTIK

COSMETIC



Antik was born out of a desire to provide a natural, Moroccan alternative to all your cosmetics.

The cosmetics industry is often based on the use of processed products that are harmful to your health and the environment, but why choose complexity when simplicity is essential?

Faced with an abundance of products with unattainable promises, Antik Cosmetic offers healthy, effective products at fair prices.

Combining the riches of the Moroccan terroir, from rose to argan, with the most innovative active ingredients from various regions of the world, each product is formulated like a creation, combining pleasure and sensoriality.

Our products are healthy and natural, designed according to a minimalist, additive-free formulation method. Rather than adding elements to our products to set ourselves apart, we asked ourselves what we could take away, so that we could focus solely on the essentials: the active ingredients and the quality of the ingredients.

Transparency is at the heart of our approach, both in terms of pricing and product composition. We create luxury at your fingertips, without compromising on quality.

We strive to select quality raw materials, both in terms of composition and producer ethics, always favoring eco-responsible approaches.

BOTANIKA

MARRAKECH

THE ANCESTRAL KNOW-HOW OF PLANTS COMBINED WITH RESEARCH AND INNOVATION.

The adventure began in 1999, when the pharmacist-cosmetologist Dr. Khalid Bitar founded IRCOS laboratories. The hidden treasures of Moroccan plants inspire the founder of BOTANIKA Dr. Khalid Bitar. He decided to associate the unique argan oil with the still-unknown rich in virtues argan leaf. These two plants; active ingredients work in perfect synergy, multiplying the antioxidant and anti-inflammatory properties.

BOTANIKA transcends the ancestral beauty rituals of Moroccan women. The brand wants to transmit a heritage transmitted from one generation to another through its exceptional products to its valued customers.

To meet the needs of each skin, the creation of products at the forefront of innovation honors natural active ingredients, essential oils and organic plants according to ecological methods, without GMO and not tested on animals.

<https://www.instagram.com/botanikamarrakechofficial/>



RHÉSUS

Born of two sisters' shared passion for skin care, RHÉSUS is a cosmetic skincare brand with a revolutionary new concept.

Having noticed that certain skin problems were linked to the environment or hormonal imbalances. So the two sisters began to wonder whether there was a correlation between blood type and skin. After several years of laboratory research, RHÉSUS became the first brand in the world to offer skin care based on blood type.

Through a personalized approach, RHÉSUS takes into account the physiological characteristics of each blood group, and develops skin care products adapted to their particularities. This innovative approach has set RHÉSUS apart from all other cosmetics brands on the world market, and meets current trends in the cosmetics industry.

Each product in the range specifically targets the needs of each blood group, but is equally beneficial to all. The formulations are of the highest quality, and the first results are quickly visible.

The primary and secondary packaging is also recyclable, demonstrating the brand's commitment to the environment.

This makes RHÉSUS the pioneer of tomorrow in its field.



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