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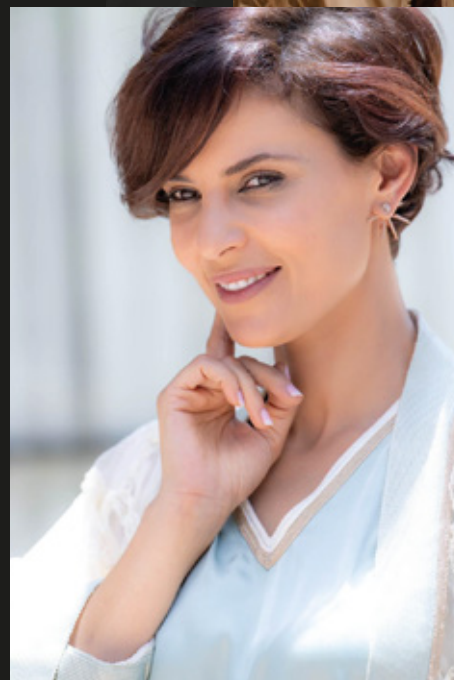
سالى
SALMA LAZRAK
MAISON DE COUTURE

About SALMA

My name is Salma Lazrak, born on July 1st, 1983, in Casablanca. I hold degrees in finance and business law since 2006 and commenced my career in the trading room of a prominent Casablanca-based investment bank.

Driven by a lifelong passion for fashion, styling, and design, I made a pivotal decision in 2008 to relocate to Marrakech, where I pursued a formal education in fashion and design. After welcoming the joys of motherhood with the birth of my two daughters, I focused on realizing my dream by establishing my first showroom in 2017 to exhibit and sell my reimagined traditional Moroccan garments.

In February 2021, I proudly inaugurated both workshop and a new showroom, where I bring together the skilled artisans that the world of couture reveres as “les petites mains”. These craftsmen, the unsung heroes, infuse each piece with sublime details, giving them meaning and soul.





MY JOURNEY INTO THE FASHION INDUSTRY HAS BEEN MARKED BY NOTABLE ACHIEVEMENTS:

2023

Fashion show MFW at the Royal Mansour Marrakech

2023

Exhibition at the World Bank Group Annual Meeting

July 2023

Collaboration in Cairo, Egypt, with YSL for the launch of the beauty line: Marrakech

July 2022

Supervision of the tailoring workshop at the haute couture fashion show for the 2023 men's collection held in the Agafay Desert

June 2022

Fashion show at Riad "la Brillante"

June 2022

OFS fashion show at the Mandarin Oriental Marrakech

July 2021

OFS fashion show in Kyrgyzstan

June 2021

OFS fashion show at the Mandarin Oriental Marrakech



MY CREATIONS CAN BE FOUND AT THE FOLLOWING LOCATIONS:

- 📍 238 Main Street, Sidi Ghanem, Marrakech
- 📍 Boutique k.Lin, La Mamounia, Marrakech
- 📍 Galerie Dar El Bacha, Medina, Marrakech

A KAFTAN ADORNS A SOUL

A kaftan adorns a soul. The embroideries and the accessories uphold the character of that soul. The fluidity, the naturalness, the ease, and the confidence in wearing it reflect our culture and traditions. In a few words, that's my vision as a fashion designer in general, and a Kaftan designer in particular.

In my opinion, a woman herself is an extraordinary creature. Because every woman is unique, each deserves to have our creativity potential dedicated to enhancing her beauty. When it comes to women, speaking in basic terms is impossible. Doing so would disregard the full spectrum of sensitivity that she offers us!

This passion of fashion design dates back to my childhood. My paternal grandmother was a seamstress, my maternal grandmother was an embroiderer specialized in the art of "Tarz Rbati", my mother used to practice the crochet, knitting, and sewing. How could I resist the call of passing down this heritage?

We can give up on our dreams by a persuasive force of a father or a brother. I abandoned my childhood dreams to pursue studies in business law in Paris and I followed a predetermined path: marriage, motherhood...



Then the arrival of my two little princesses reconnected me with my childhood. My brain is teeming with wonderful memories, recalling my grandmothers and the wonders that blossomed from their hands. I started feeling the soft touch of silk, the roughness of gold and silver threads... The call is too strong. My imagination creates a design for every woman I encounter... An overdose of mental creation. My decision was made. A sketchbook, pencils, and few days later the adventure begins.

Life is not a smooth river, but a friend told me once that when we are on the right path, God opens doors. After a stumbling beginning, and few years of experience, it's in 2021 that I inaugurated my workshop and showroom in the area of Sidi Ghanem, Marrakech.

In a space I've designed to be very cozy, I welcome my clients and listen to their requirements with great attention. Each has a story, a personality that makes me connect with them, driven by the desire and passion to meet their expectations. It's always a collaborative effort as we shape the design together. They come with their desires and dreams that I convert them with my heart, my creativity, and my professionalism to reality. Very often we become friends. We spend hours talking about every stage of the creation process. Did you know that between eight and fifteen artisans are involved in the process of creating a kaftan? Each one, irreplaceable by his know-how, conscientiously and lovingly devotes hours to accomplish his meticulous work! I'm always amazed and anxious when I receive their work. I am too meticulous and cannot tolerate the slightest flaw! But what joy, once the work is finished, to admire it, then come the satisfaction and joy feelings when this ancestral craftsmanship, arrives intact to my hands. Afterward comes the separation, yes! It's always with a twinge of the heart that we prepare the kaftan in its precious cover to be delivered. Fortunately, this feeling is quickly overcome thanks to the positive reaction of customers when collecting their little treasures. This final step where they put on more than a garment, but a second skin that breathes all their charm and beauty.



ROYAL MANSOUR FASHION SHOW 2023

MOROCCO FASHION WEEK





EXHIBITION AT THE WORLD BANK GROUP ANNUAL MEETING 2023





HOT AIR BALLOON SHOOTING AND YSL BEAUTY COLLABORATION IN CAIRO





LA BRILLANTE FASHION SHOW SHOOTING





OFS FASHION SHOW 2022





KYRGYZSTAN FASHION SHOW





MANDARIN ORIENTAL MARRAKECH

OFS FASHION SHOW 2021





COLLABORATION WITH CELEBRITIES





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