



SALWA GUESSOUS

MAISON BEIGE

**DESIGNED IN PARIS
ETHICALLY MADE IN MOROCCO**

**« LA TERRE »
SS₂₁ COLLECTION**


Curated clothing line
Garments made to last
Inspired by the Moroccan desert dunes
Clothes made to celebrate women's body

Summary

Presentation - Salwa Guessous

Presentation - MAISON BEIGE

« LA TERRE » SS21 Collection



I am Salwa Guessous, a fashion designer and multidisciplinary creative. I studied Fashion Design in Paris City Hall courses.

I am very fond of the creative process, making something out of nothing.

I paint my soul away on ART MADDER which is my web art gallery. I love exploring what is commonly considered as « ugly » and finding the beauty in it, as I think beauty is everywhere.

I am the stylist and creative director for MAISON BEIGE, which is my ethical clothing brand but also my purpose in life.

I design each garment with love, pick up each fabric with care and design the pattern with my Moroccan workshop with passion.



Curated Clothing Line
Designed in Paris
Ethically Made in Morocco

www.maisonbeige.com



I chose to entrust a Moroccan workshop with my designs because I wanted to perpetuate the Moroccan know how. I wanted to make the « made in Morocco » a reference in the fashion industry as it should be.

I chose my workshop on a threefold criteria:

- It is managed by a woman, most of the employees are women.
- It provides good working conditions with a large, lightened and airy space for their workers.
- The compensation policy is fair and ensures that all employees are paid more than the minimum wage and have social security coverage.



Helping women is at the heart of our values.

Thanks to sales made since the beginning of the adventure MAISON BEIGE, we have been able to support through donations two associations that are close to our heart: @ledbyher and @insafassociation

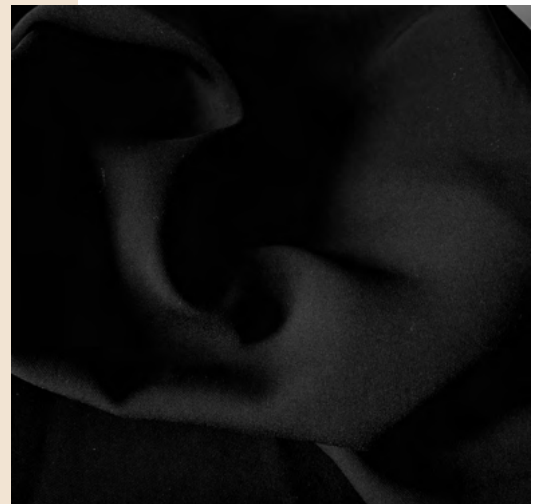
-LED BY HER is a French association that helps women victims of violence and offers them support in an entrepreneurial project.

-INSAF is a Moroccan association that helps single mothers to fight against the abandonment of newborns and child labour. INSAF is setting up training workshops to help these young women to integrate into employment.



BELEM Silk Dress

BELEM Silk Dress





SYBEL Silk Dress

SYBEL Silk Dress





ALYA Silk Skirt

ALYA Silk Skirt





KARMA Linen Kimono

KARMA Linen Kimono





LIMA Oversized Cotton Shirt

LIMA Oversized Cotton Shirt





FAUDA Linen Shorts

FAUDA Linen Shorts





SAHARA Linen Top

SAHARA Linen Top





COCCO Oversized Wool Blazer

COCCO Oversized Wool Blazer





AZALÉE Oversized Wool Blazer

AZALÉE Oversized Wool Blazer



Contact

E-mail :

salwa.guessous@gmail.com

info.maisonbeige@gmail.com

Website:

www.maisonbeige.com

Instagram:

[@maison_beige_](https://www.instagram.com/maison_beige_)