

MAÿAZ
Story





WHO ARE WE?



Maaÿaz (first launched as Moroccan Birds) is a Moroccan jewelry brand made from the traditional weaving of gold threads called "Sfifa". This noble and emblematic material is used to adorn the most beautiful Moroccan caftans. To pay tribute to this craft, the founding sisters have revisited the "Sfifa" to make modern, sparkling and resistant jewelry. All Maaÿaz creations are designed in their workshop in Casablanca and ethically handmade by talented and passionate artisans.



FOUNDE RS



Sisters and founders Rim and Zineb, started Maaÿaz in 2018. Zineb calls New York City home and mindfully designs each piece with her heritage at heart. Rim calls Casablanca home and works hands on with Maaÿaz's artists while strategically building out sales and marketing efforts. Both are heavily influenced by their mother's love of jewelry and hold a mission to provide ethical work to the craftsmanship that is so deeply rooted in their DNA.





THE BRAND



Collections are made up of necklaces, bracelets and other functional fashion accessories. From romantic braiding to edgy chokers there is something for everyone. With shimmering gold hues and subtle pops of colors these pieces are essential layering additions as well as impactful stand alone designs that are meant to be added to your daily jewelry.





GOLD THREADS



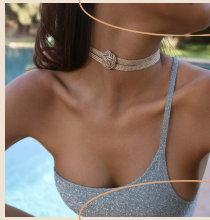
PEARLS





SPREAD THE SPARKLE

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MAAYAZ
