



IDYR

A STORY OF LIFE

CATALOG

LEATHER GOODS

INDEX

03. THE STORY OF IDYR

07. GIFT BOXES

12. PERSONALIZE YOUR SET



THE STORY OF A GENERIOUS CARPET

The Boucherouite carpet, is a symbol of Generosity, Strength, Creativity and Love, is a colorful rug, It is a handmade carpet woven from old clothes.

The Boucherouite carpet has always had several functions ... From a carpet, to a couch to just overall decoration, it is sometimes used by some bus and taxi drivers to cover up their seats.

But then, what could have pushed a craftswoman to tear clothes to weave them?

In the Atlas mountains, in the middle of winter, Berber families suffered a lot because of the cold, the fathers who are the providers couldn't find jobs because the roads were blocked. With low income and brutal weather it was very hard for them get around and to afford things, wool was out of the question since it was very expensive, the weavers were empty, children were becoming more and more fragile... parents often lost their children...

One day out of fear for their families, women from the village determined to protect their children from the cold weather had to do something they had to start weaving again they had to fill the frame but how ?

The women got creative and decided to empty their closets and take old worn out and torn wool sweaters unravel them, stretch them to create a solid chain and then tearing the rest of the clothes and slowly adding it to the existing chain they started filling out the frames... they were finally on to something.

And this is how a beautiful, exciting, funny and alive story has began!





IDYR

At IDYR, we revive the story of Boucherouite weaving and all its values through our leather goods, our accessories are woven and assembled by hand, by a selection of exceptional craftsmen.

Our production is local, 100% handmade out of recycled new fabric cuts, produced in clothing factories.

Each weaving tells the story of a Casawi craftswoman who is regaining her freedom and independence thanks to Boucherouite.





A STORY OF LIFE

In Berber IDYR means **THE LIVING**, our logo is a drawing that women of the Atlas used to get tattooed as a symbol of strength and independence, this pretty much sums up our story, values and vision!

We **REVIVE** the story of Boucherouite and its precious values

We offer an independent **LIFE** to rural craftwomen near Casablanca !

We create a new **LIFE** to tons of clean fabric cuts !

We choose **LIFE** as a name for our brand !

FOR PROFESSIONALS



LTAM

A card holder in the shape of an envelope inspired by Ltam Sahraoui. It can carry up to 3à business cards

Dimensions : 8/11/1 cm



TAHADUNT

TAHADUNT : a cover for your credit cards, inspired by the Berber Tahadunt. It can carry up to 6 cards

Dimensions : 8/11 cm



FOR HER



TALWIZT

TALWIZT : Round wallet, inspired by lucky charms.

Dimensions : 11/10/1 cm



KHYAM

KHYAM: A light pouch inspired by the Sahraoui nomad tent.

Dimensions : 14/21/1 cm



FOR TRAVELERS



AHADUN

AHADUN : A cover to protect your passport, inspired by the Berber Ahadun. It can also carry up to 4 cards.

Dimensions : 10/14/1 cm



AZARA

AZARA: A colorful luggage tag to easily identify your belongings.

Dimensions : 10/7 cm



IDYR'S MUST HAVE



HLAL

HLAL : A colorful and unique keychain inspired by the Berber jewelry HLAL.

Dimensions : 6/9 cm



GIFTS SETS

MOROCCAN SAHARA THEME



FOR TRAVELERS



- Leave a memorable Moroccan souvenir to your foreign guests or collaborators

Accessories :

- Passport cover
- Credit card holder
- Luggage tag



FOR PROFESSIONALS



To make your busier days a little easier and a little more colorful !

Accessories :

- Mini notebook cover
- Credit card holder
- Business card holder



FOR HER



The perfect gift set for the ladies !

Accessories :

- Pouch KHYAM
- Wallet
- Mirror



WE ARE HERE TO ANSWER ANY FURTHER
QUESTIONS !



info@idyrdesign.com



+212654152145
+212654337932



www.idyrdesign.com



IDYR



idyr



IDYR



IDYR