

CALLA

presents

THE BOUCHAROUIE PROJECT: BABOUCHES



The Boucharouite Project is a series of collaborations between designer Calla Haynes and artisans that targets 3 Sustainable Design objectives:

- Reducing waste by recycling leftover textiles
- Supporting craftsmanship
- Creating beautiful, timeless things that advance tradition forward to ensure it lives on

Calla is passionate about finding ways the fashion and textile industry can be a more circular economy, and educating consumers about production practices, consumption and the importance of supporting independent craftspeople.

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THE BOUCHAROUIE PROJECT

BABOUCHES

Calla Haynes has created a sustainable line of Babouche slippers that embody conscientious design and celebrate Moroccan craft. Each pair is handmade and one-of-a-kind, upcycled from vintage Berber rugs. Expressing colourful flair and care, the slippers come in a multitude of colours and textures. Through resourcefulness and collaboration, they stand apart by supporting local Moroccan craftspeople and advancing tradition forward.

CALLA Babouches are made by craftsmen situated in the Medina of Marrakesh. Monsieur Monsif, our production manager, works as translator, rug acquirer and logistics manager.

The babouches are made from vintage Berber rugs (they themselves made of recycled yarns and fabrics), locally sourced in Marrakesh. The interior of the shoe is lined with lambskin, locally sourced from independent herders and naturally treated and dyed.

Our product and production chain is not your typical wholesale fashion model which has interesting challenges but huge opportunities:

- each pair is inherently unique creating added value and desire to the customer
- gender inclusive with a large size range of 34 to 46 EU
- a short production lead time of 6-8 weeks
- possibility to develop customized, dedicated products
- large inventory available for immediate / last minute orders

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ONE OF A KIND BABOUCHES

PRODUCT LINE:



MODEL: NIKI (CLASSIC) // RECOMMENDED RETAIL PRICE: 180€



MODEL: TABI NIKI // RECOMMENDED RETAIL PRICE: 210€



MODEL: SUKI // RECOMMENDED RETAIL PRICE: 195€



MODEL: EULI // RECOMMENDED RETAIL PRICE: 195€



MODEL: MOKI // RECOMMENDED RETAIL PRICE: 180€



MODEL: AILI // RECOMMENDED RETAIL PRICE: 195€



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BACKGROUND:

With the launch of her namesake ready-to-wear label in 2009, Calla established a fresh balance between refined and relaxed. The collection was heralded by the fashion press including Vogue, Elle and the New York Times. Printemps, Harvey Nichols (UK), Isetan (Japan), Opening Ceremony (USA) and other leading luxury retailers carried the line. Calla was a finalist for several design awards including ANDAM, the Dorchester Fashion Prize and the Grand Prix of Design of the City of Paris.

Placing CALLA on hiatus in 2015, Calla soon parlayed her textile design talents into collaborations with diverse and high-end brands including Chloé, Eres, and Carven, as well as emerging brands around the world.

This collaborative spirit inspired Calla to seek out partners for The Boucharouite Project to explore the space between European Luxury and Berber Craft. Her first project was a collection of boucharouite rugs made from textiles recuperated from the luxury fashion production chain - made by a group of female weavers in Morocco. As her appreciation of Berber carpetmaking grew, an idea to create a line of babouches that could give new life to vintage rugs came about.

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THE BOUCHAROUIE PROJECT

Commercial Partners Include:

10·CORSO·COMO

Merci

111 boulevard Beaumarchais
75003 Paris

HOLT RENFREW
H PROJECT

COUVERTURE &
THE GARBSTORE



UNITED ARROWS



BEAMS
JAPAN



THE BOUCHAROUIE PROJECT

Featured Press

VOGUE

Wallpaper*

ELLE

ELLE DECOR

BAZAAR Harper's

HOUSE & HOME

FASHION



THE BOUCHAROUIE PROJECT

Featured Social Media

Babouche fans on Instagram:

Lisa Rinna (USA) RHOBH, actress 3.6M

Yuriko Ishida, actress 3.1M

Young Emperors, photographers, influencers 297K

Beckerman Twins (Canada), influencers, 152K

Susie Bubble (UK), influencer, 655K

Phil Oh (USA), photographer, influencer 331K

Amanda Hearst (USA), influencer, 350K

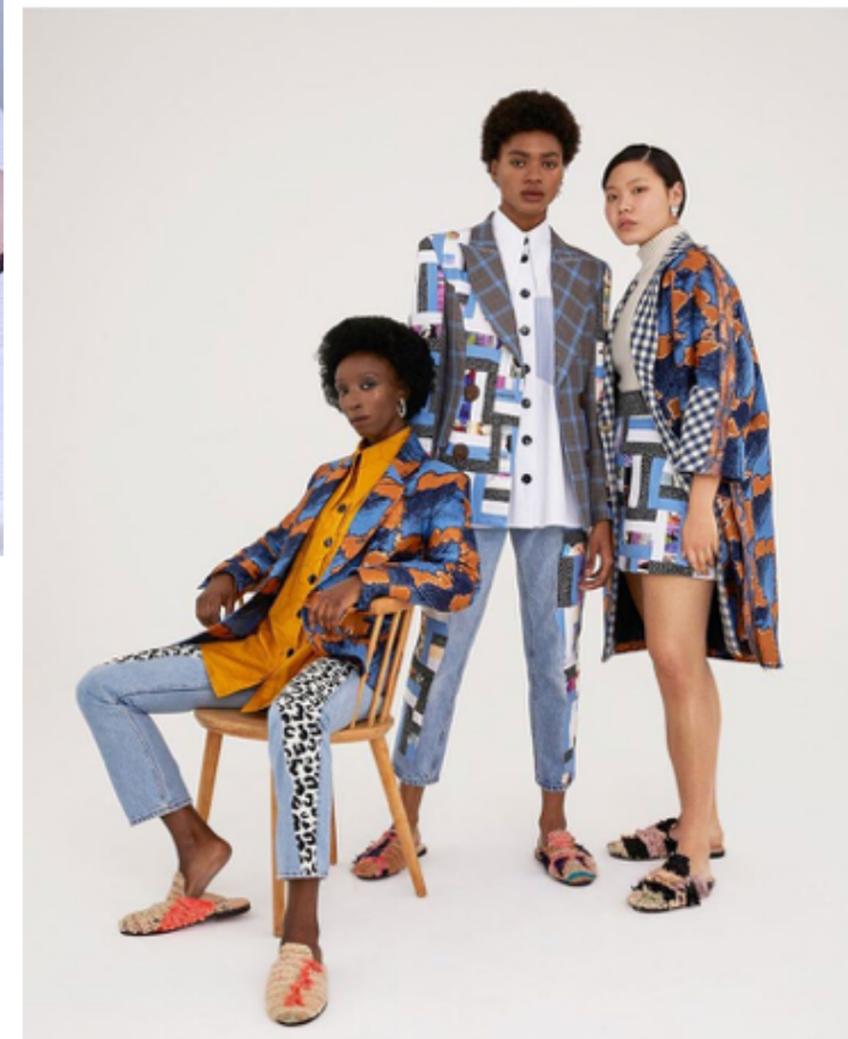
Karine Vanasse (Canada), actress 222K

Sara Maino (Italy), fashion journalist 153K

Alyssa Lau (Canada), influencer 95K



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ELLE France, April 2020



Marie Claire France, cover, March 2023



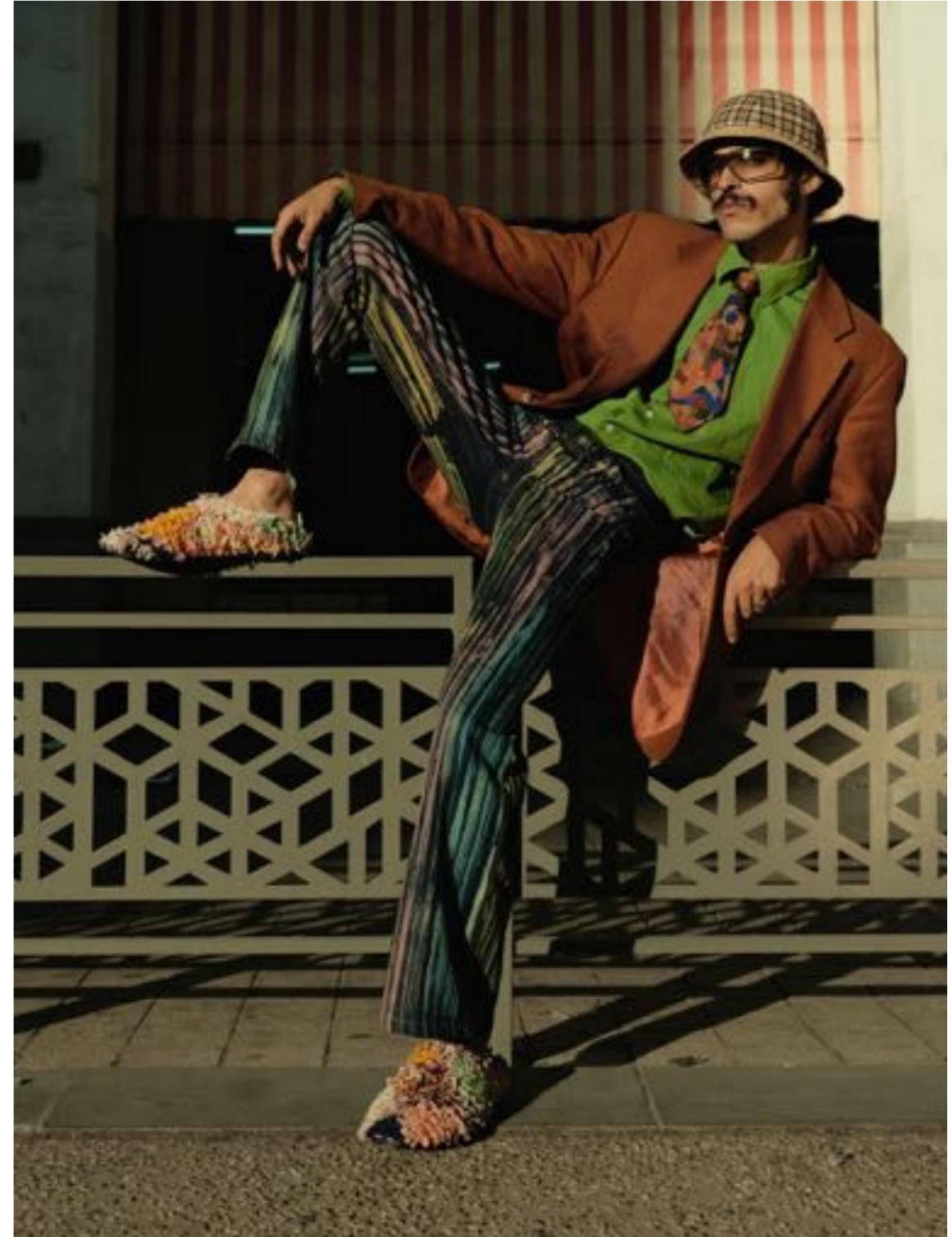
Wall Street Journal Mag, March 2023

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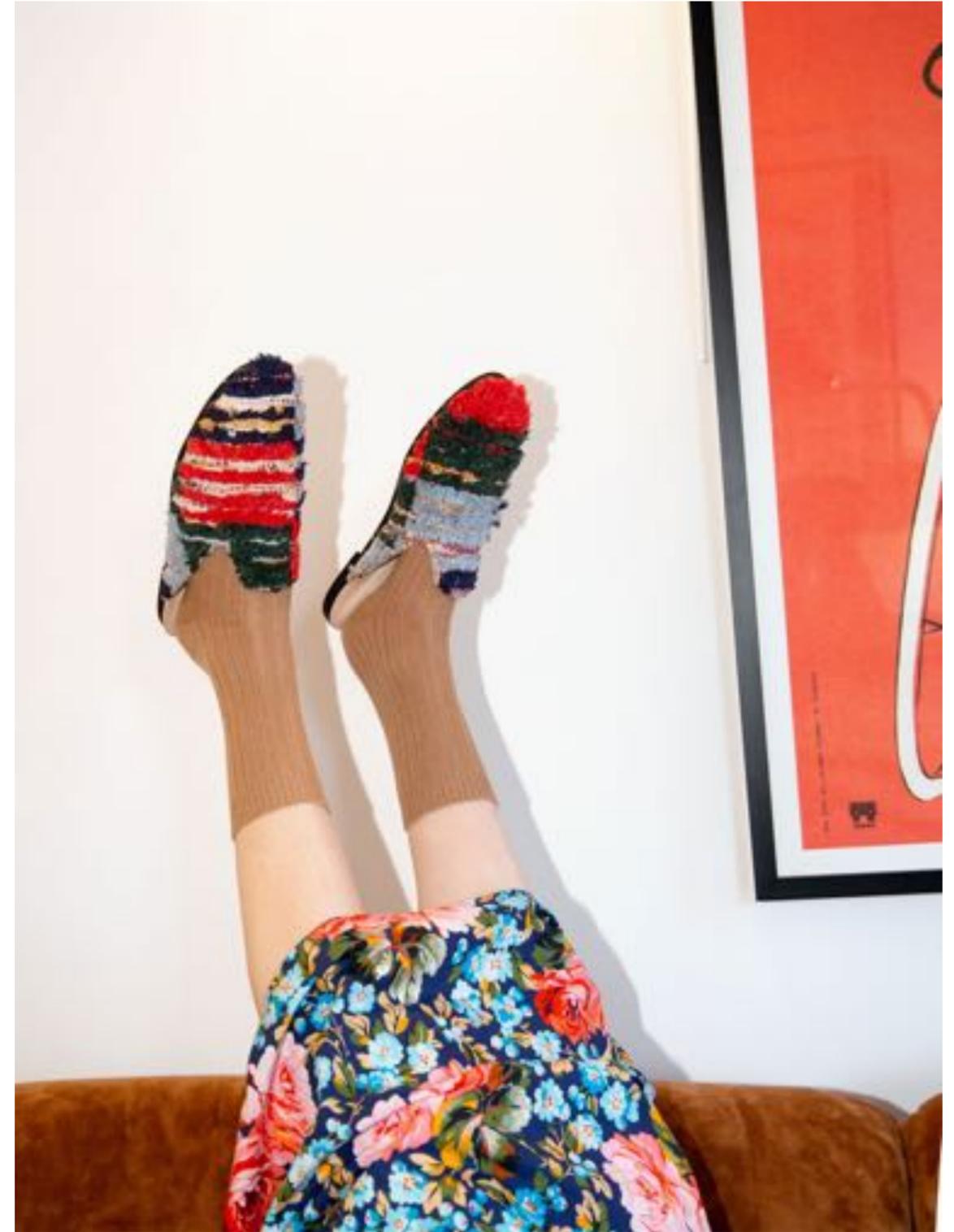
CAMPAIGN - MARRAKESH, MOROCCO 2021

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CAMPAIGN - CASABLANCA, MOROCCO 2023

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LARGE SELECTION OF LIFESTYLE IMAGES AND PRODUCT SHOTS AVAILABLE ON REQUEST

www.calla.fr Instagram: @callaparis

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