

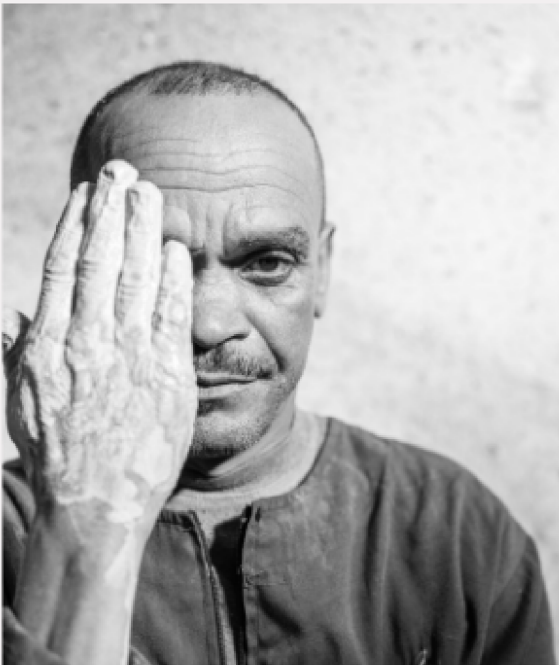
CHABI CHIC



SOLID COLORS COLLECTION
SPECIAL HOTELS & RESTAURANTS 2024

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**CHABI CHIC, THE POPULAR MOROCCAN
LIFESTYLE REVISITED.
TRENDY, CHIC AND EXCLUSIVELY HANDMADE.**

The refinement and practicality of Chabi Chic's creations will quickly make them indispensable. Inspired by traditional skills, our artwork re-imagines the beauty of Tadelakt work, basketry, vintage patterns, tableware and Zellige. At Chabi Chic, we believe that the art of living begins at home: the first cup of coffee in the morning, the decoration of a table, a luxuriously scented candle - so many details that sublimate everyday life.



CHABI CHIC IS THE STORY OF TWO WOMEN !

Vanessa Di Mino and Nadia Noël are the founders of Chabi Chic. Both born in Paris, their paths crossed under the blue skies of Marrakech where, ten years ago, they had moved to work on personal projects. They quickly decided to combine their worlds and embark together on the ambitious journey of female entrepreneurship. Their love of authenticity, tradition and timeless elegance provided a solid foundation for the brand, and Chabi Chic was born.

"We have chosen a contemporary approach to Moroccan craftsmanship to create collections that draw inspiration from the past while writing a sustainable future".

Vanessa's background as an architect guides her artistic direction at Chabi Chic and defines the brand's identity through her design choices and artistic sensibility, while Nadia's business expertise has led her to take charge of the brand's development and representation in Morocco and abroad.

KNOWLEDGE

Chabi Chic creations are entirely and exclusively handmade.

OUR COMMITMENT: TO PERPETUATE THE KNOWLEDGE OF MOROCCAN CRAFTSMEN WHILE REVISITING STYLES.

Chabi Chic combines the ancestral skills of Moroccan craftsmen with a audacious aesthetic that reinvents the oriental codes of this craft.

By collaborating closely with craftsmen, we have developed a high-quality ceramic that sets us apart.

Each new collection tells a story linked to the kingdom, while adding a contemporary or trendsetting touch.

Traditional motifs are redesigned, and bright colours combine to create audacious new artworks.

So that each piece designed by different hands looks the same: our craftsmen are trained for weeks to acquire this CHABI line. A line that is at once precise, light and recognizable.

Illustration times can range from 15 minutes to almost 2 hours, depending on the shapes and designs!

THE TIME

It takes fifteen days to create a piece.

Our craftsmen work on the wheel for round pieces and in moulds for square pieces, using clay that has been carefully prepared for several hours beforehand.

The wet pieces must then be allowed to dry a little naturally in the Marrakech sunshine.

24 hours allows the pieces to evacuate as much water as possible before the first firing at 1000°C for 24 hours.

From this first oven, we obtain "biscuits", baked, porous pieces with a slightly grainy, matt appearance, on which we draw our designs in the Chabi signature Colors: a mixture of pigments of different colours that we make in our workshop.

Each pattern is studied by a Master called a Maâlem, who is assisted by trainees who work alongside him for an entire year.

Over the 10 years of our existence, we have noticed that young Moroccans are becoming increasingly short of traditional skills. So we set up a production chain system so that the older generation could pass on their knowledge to the younger generation on a long-term basis. In this way, young people have prospects for professional development and the secrets of Moroccan craftsmanship are preserved.

A master outlines the design, and 3 apprentices carefully fill in the drawings under the master's expert eye.

We then glaze each piece, to vitrify it and protect its illustrations, of course, but above all to adapt it to food use. This glaze also reduces the porosity of the faience as much as possible, so that you can put your pieces in the dishwasher if they are GOLD-free.

A final 36-hour baking process at 1000°C is required.

THE ULTIMATE CHABI TOUCH: GOLD

Last but not least: 12-carat gold. It is the double sparkle of our creations.

A true witness to the past, it was one of the hallmarks of the royal services of Morocco.

Brushed on in its liquid state, it is revealed by the 3rd and final firing.

This delicacy sublimates all the work of our craftsmen who work for 2 weeks to bequeath each piece to you.

UNIQUE & ARTISANAL PIECES

Today, we combine our meticulous attention to detail with this artisanal process to produce unique, harmonious and consistent pieces, with the fine, precise and modern treatment of ceramics that is so important to us.

This job requires great humility in the face of the natural material that is essential to our work, clay. Many parameters have to be controlled during the process, such as temperature, humidity and atmospheric pressure, to guarantee the success of the process, and each new oven we open is a treasure trove: we never know for sure what we'll find. Perhaps the disappointment of a few cracked pieces or the wonder of a perfect batch.

And that's where the beauty and excitement of this craft resides.

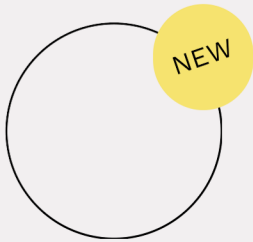
SOLID COLORS COLLECTION



THE PLATES

Visual pleasure and culinary delight meet around our plates, creating a unique atmosphere for every meal. Add a touch of refinement to your everyday life and turn every meal into a celebration of the art of living.

Each plate tells a story, capturing the spirit of the Chabi Chic style that transcends time.

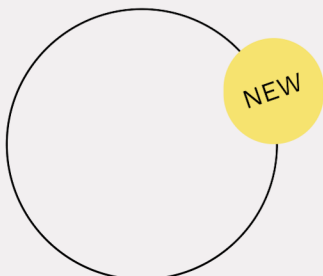


SMALL STRAIGHT RAMEKIN

D 13 H 2

PA HT = 4,8€

PVC TTC = 12€

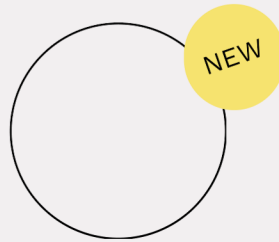


LARGE STRAIGHT RAMEKIN

D 16,5 H 2

PA HT = 6,5€

PVC TTC = 16,5€

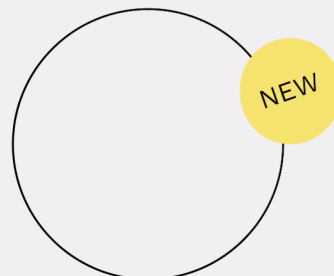


SMALL STRAIGHT PIZZA PLATE

D 20 H 2,3

PA HT = 9,6€

PVC TTC = 24€



LARGE STRAIGHT PIZZA PLATE

D 28 H 2,3

PA HT = 13,2€

PVC TTC = 33€

WHITE



REF: CCV.11.01BC



REF: CCV.11.02BC



REF: CCV.11.03BC



REF: CCV.11.04BC

MAJORELLE
BLUE



REF: CCV.11.01BF



REF: CCV.11.02BF



REF: CCV.11.03BF



REF: CCV.11.04BF

BLACK



REF: CCV.11.01NR



REF: CCV.11.02NR



REF: CCV.11.03NR



REF: CCV.11.04NR

TERRACOTTA



REF: CCV.11.01TR



REF: CCV.11.02TR



REF: CCV.11.03TR



REF: CCV.11.04TR

AUBERGINE



REF: CCV.11.01AU



REF: CCV.11.02AU



REF: CCV.11.03AU



REF: CCV.11.04AU

LILAC



REF: CCV.11.01LI



REF: CCV.11.02LI



REF: CCV.11.03LI



REF: CCV.11.04LI

PAILLE



REF: CCV.11.01PA



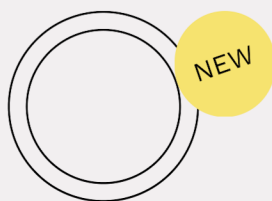
REF: CCV.11.02PA



REF: CCV.11.03PA



REF: CCV.11.04PA



SOUP PLATE D20
PA HT = 10.1€
PVC TTC = 25.5€

WHITE

MAJORELLE BLUE

BLACK

TERRACOTTA



REF: CCV.11.10BC



REF: CCV.11.10BC



REF: CCV.11.10TR



REF: CCV.11.10TR

AUBERGINE

LILAC

PAILLE



REF: CCV.11.10AU



REF: CCV.11.10LI



REF: CCV.11.10PA

NEW



BOWLS AND SALAD BOWLS

Whether you're serving a fresh, crisp salad or a comforting soup, our bowls and salad bowls are designed to enhance every meal. Their ergonomic shapes and generous size make them practical and functional, while adding a touch of sophistication to your table.

A sensory journey through the Medina of Marrakech.



MINI CONICAL BOWL
D 12 H 6 CM
PA HT = 4,1€
PVC TTC = 10,5€



LARGE ROUND BOWL
D 17 H 7 CM
PA HT = 6,5€
PVC TTC = 16,5€



SMALL STRAIGHT BOWL
D 12 H 5 CM
PA HT = 6€
PVC TTC = 15€



MEDIUM STRAIGHT BOWL
D 16,5 H 6 CM
PA HT = 9,6€
PVC TTC = 24€

WHITE



REF: CCV.11.05BC



REF: CCV.11.07BC



REF: CCV.11.08BC



REF: CCV.11.09BC

MAJORELLE



REF: CCV.11.05BF



REF: CCV.11.07BF



REF: CCV.11.08BF



REF: CCV.11.09BF

BLACK



REF: CCV.11.05NR



REF: CCV.11.07NR



REF: CCV.11.08NR



REF: CCV.11.09NR

TERRACOTTA



REF: CCV.11.05TR



REF: CCV.11.07TR



REF: CCV.11.08TR



REF: CCV.11.09TR

AUBERGINE



REF: CCV.11.05AU



REF: CCV.11.07AU



REF: CCV.11.08AU



REF: CCV.11.09AU

LILAC



REF: CCV.11.05LI



REF: CCV.11.07LI



REF: CCV.11.08LI



REF: CCV.11.09LI

PAILLE



REF: CCV.11.05PA



REF: CCV.11.07PA



REF: CCV.11.08PA



REF: CCV.11.09PA

ICONIC OBJECTS

Our signature shapes that make all the difference on a table or as decoration.

a magical fusion of Morocco's handcrafted heritage and modernity





SMALL TAJINE
D20

PA HT = 7,7€

PVC TTC = 19,5€

TERRACOTTA



REF: CCV.05.15



TRAYS AND SERVING PLATES



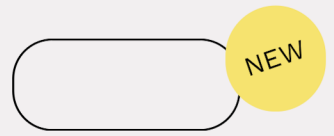
SQUARED TRAY
l19,5 L19,5

PA HT = 14.4€
PVC TTC = 36€



MEDIUM RECTANGULAR TRAY
l24 L14,5

PA HT = 14.4€
PVC TTC = 36€



SMALL OVAL TRAY
l24,5 L10,5

PA HT = 12€
PVC TTC = 21€

WHITE



REF: CCV.11.12BC



REF: CCV.11.14BC



REF: CCV.11.16BC

MAJORELLE
BLUE



REF: CCV.11.12BF



REF: CCV.11.14BF



REF: CCV.11.16BF

BLACK



REF: CCV.11.12NR



REF: CCV.11.14NR



REF: CCV.11.16NR

TERRACOTTA



REF: CCV.11.12TR



REF: CCV.11.14TR



REF: CCV.11.16TR

AUBERGINE



REF: CCV.11.12AU



REF: CCV.11.14AU



REF: CCV.11.16AU

LILAC



REF: CCV.11.12LI



REF: CCV.11.14LI



REF: CCV.11.16LI

PAILLE



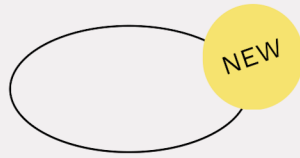
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REF: CCV.11.14PA



REF: CCV.11.16PA



SMALL OVAL PLATE
I28 L16

PA HT = 14,4€

PVC TTC = 36€

WHITE

MAJORELLE BLUE

BLACK

TERRACOTTA



REF: CCV.11.17BC



REF: CCV.11.17BF



REF: CCV.11.17NR



REF: CCV.11.17TR

AUBERGINE

LILAC

PAILLE



REF: CCV.11.17AU



REF: CCV.11.17LI



REF: CCV.11.17PA



MUGS AND CUPS

Timeless elegance and refined craftsmanship. Each piece reflects a subtle blend of Moroccan tradition and modernity, bringing a touch of sophistication to your moments of relaxation and enjoyment. The delicate details and rich colours make each cup a work of art in itself. Whether you're enjoying your morning coffee, afternoon tea or any other favourite drink.

Our mugs add a touch of elegance to every sip.



CONICAL CUP

PA HT = 6€

PVC TTC = 15€

TERRACOTTA



REF: CCV.05.15

THEY TRUSTED US

ANTHROPOLOGIE



MONOPRIX

URBAN OUTFITTERS



FABRIQUE DE STYLES

HELLO TRADER

the little market



SMALLABLE

CONTACT US
CONTACT@CHABI-CHIC.COM



CHABICHICMOROCCO



CHABICHICMOROCCO



CHABI CHIC

WWW.CHABICHICWHOLESALE.COM

