

Norya ayroN

africa is now



My first design was the ABAYA, a traditional dress for men, often made in white.

I diverted it using printed and colored fabrics to make a dress for women, casual dress, everyday wear. It was and still is a huge success.

In fact I have always wanted to modernizing oriental fashion to make it a 2.0 garment that the whole world can wear.

Mos Def, multi-faceted American artist told me a few years ago: "Norya you are going to democratize the ABAYA", and that's exactly what happened, today I dressed women of the whole world with my abayas, of any nationality, of any religious beliefs and of any age.

And long dresses have suddenly become very trendy.

Norya ayroN is first of all, simple and clean lines, Elegance and style without ever forgetting comfort. "There is no longer any need to suffer to be beautiful" Sharon Stone about my collection.

My leitmotif has always been : freedom and originality.

I am of course inspired in my collection by my environment in Morocco, the desert, the light, the medinas, the colors, the henna tattoo and above all Berber jewelry. Everything here is inspiring.

Also I attach great importance to the materials, the quality of the fabrics, It is the basis of my work.

The pleasure of touching a fabric, the pleasure of appreciating colors and prints, when the association of these two senses merge, it's ecstasy and it's won.

From my first collection to be realized in 10 days with local fabrics, nine years later I produce and design my own fabrics.

I am working today on collaborations with painters for the realization of my next prints.

My fabrics are designed with the oekotex label, a label that is close to my heart for a better ecological future.





“Between the sketches and the canvas, color is proof of everything, color creates emotion and lets the spark of creation spring forth.”



" THE ABSTRACT BECOMES CONCRETE "

“I cannot design my collections other than in limited edition. For me, wearing unique pieces has been essential since I was young. this is what I offer to my clients who appreciate feeling unique...”





“the passion for colors, life, and all the nuances of what surrounds me, makes me want to put women in color ...”



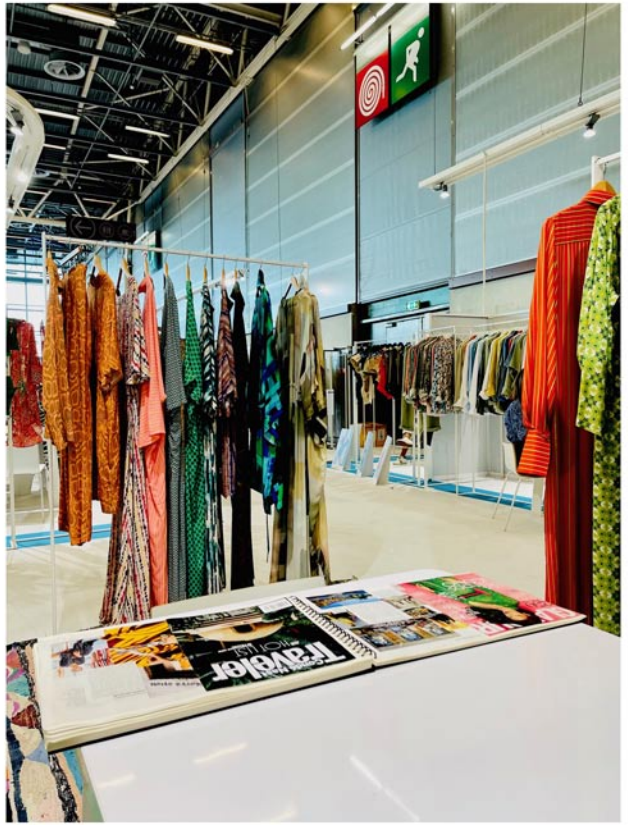


“the finish of each outfit is essential, unique pieces demand and deserve respect for their rarity”



I have a passion for Berber jewelry and henna tattoos. it's a big inspiration for me, maybe the biggest one





"I created my own workshop in January 2020. It is a haven of inspiration and creation. my workshop is 100% female, eight talented little hands give life to my creations."







“I am also developing a line for men, inspired by classics revisited and modernized by fabrics with modern patterns”

“In addition to working with OEKOTEX labeled fabrics, we have achieved ZERO waste! After cutting the clothes, the largest scraps will be used to make tote bags offered to our customers, and the small scraps are recycled to make Bouchaouette rugs ”



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