

# AZALA

Yesterday's little falls,  
tomorrow's clothes.

Email - [sofiane@azala.fr](mailto:sofiane@azala.fr)

Instagram & Facebook - @azala.fr

Website - [www.azalafr.com](http://www.azalafr.com)



# 1. Introduction

The stock of **raw materials** on Earth is in **surplus**,  
the **waste** of others will be our **wealth**.

Because **knowing** what we buy is a **right**, we will tell you **everything**.

Clothing is an **art**, Madagascar a **breeding ground**, Azala a **relay**.

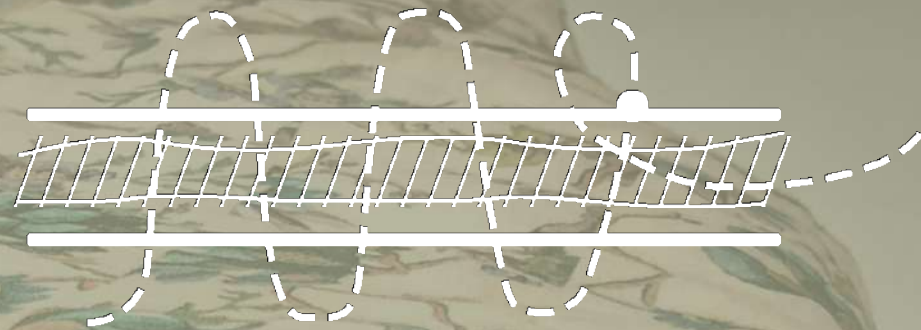
Because **benevolence** is at the heart of our project,  
we are ambitious to **live better**.

# Our Manifesto



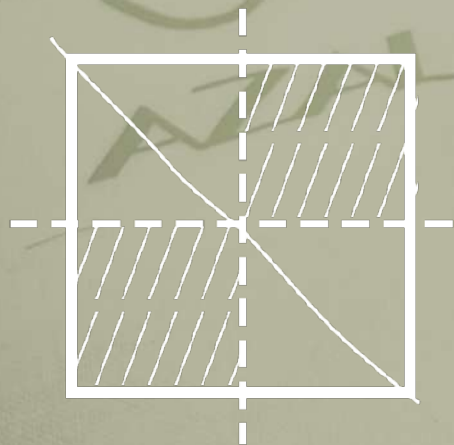
## 2. Our Know-How

# Upcycling at the heart of our approach



### Azala Padding

The workshop "**Les Petites Chutes**" in Madagascar & Azala have developed a technique for the **reuse of scraps** - in the form of wadding panels (100% recycled).



### Azala Patchwork

The exterior of our vests is made from **small squares of scraps**.  
We work with the manufacturers to **optimize the quality** of the production scraps.



## Collection Cactus - Family



# 3. Azala ecosystem



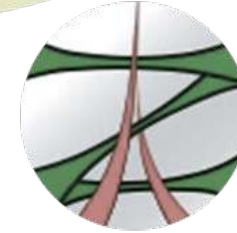
## CSR specialists

Participate in the **reforestation** of Madagascar



## Manufacturers

Working **hand in hand** with **responsible** tailors



## NGOs

Promote **professional integration** in Madagascar

# A network of committed partners



Cactus collection (Kids and babies)



# 4. Our Team



**Sofiane**

CEO

Graduated in Finance from Sciences Po  
Exp. In Private Equity (Tech / Industry)



**Emeline**

Marketing Advisor

Marketing specialist and former CMO of La Durée,  
Christophle, Dinh Van, etc...



**Laurence**

Artistic Director

Founder of Maison Olga / Former Louis Vuitton



**Chabina**

Manufacturing

Founder of LOI Confection and « Les Petites  
Chutes » workshop

A team of passionate people

---



# 5. Our Partners and Distributors

## PHYSICAL DISTRIBUTORS



RIVE GAUCHE

Paris



Bordeaux



Antananarivo

**LOST & FOUND**

Los Angeles

## ONLINE DISTRIBUTORS



**meanwhile[...]**

BOUTIQUE ECO-FRIENDLY

## PARTNERS



LE MAGAZINE DE MODE ENFANTINE



FASHION  
GREEN  
**HUB**







# Thank You

—  
AZALA 

Email - [sofiane@azala.fr](mailto:sofiane@azala.fr)

Instagram & Facebook - [@azala.fr](https://www.instagram.com/azala.fr)

Website - [www.azalafr.com](http://www.azalafr.com)

# Annex 1. Our observation

## The reduction of textile waste at the root of the project

---

73% of textile waste is thrown away or burned

The textile industry is the **second most polluting industry** in the world. Every year it generates mountains of consumer waste but also industrial waste.

The first step to **move towards a more circular economy** is to work on the **reuse of these scraps**, traditionally thrown away or burned.

Based on this observation, **Azala is committed to creating products without using any new material**, thus participating in the reduction of textile waste...



# Annex 2. Our Brand

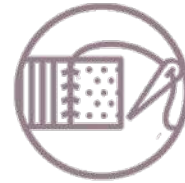
## Upcycled, quilted and responsible wardrobe

### Upcycling for future generations

Azala is a **sparkling universe** with a few pinches of **sweetness**, **colorful** and **dyed prints** and a lot of **know-how**. We have designed our products to be pieces that **bring joy, warmth and meaning to the wardrobes of babies and children**.

Because transforming the fashion industry today means **working for future generations**.

**Our products are 100% upcycled** from fabric scraps, dormant stocks and obsolete accessories recovered from garment factories.



Patchwork made with scraps



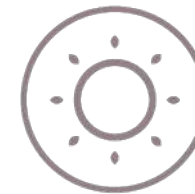
Recycled padding made from crushed cotton



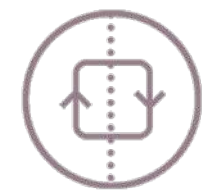
Hand embroidery



Reforestation



Manufacturing 50% solar



Ethical and transparent manufacturing

