

Maison  
**LOUIZA**

**LOUIZA**  
**LINE**  
**SHEET**



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# ABOUT THE DESIGNER

Cultural  
Preservationist  
Designer



Khedidja Ouheb is originally from Algeria and proudly Amazigh - an Indigenous people of North Africa with a rich and ancient cultural heritage.

Growing up connected to her roots, she was deeply influenced by the stories, symbols, and traditions that have been passed down for generations. In Amazigh culture, language and identity have long been preserved not only through words, but through storytelling, craftsmanship, symbolic expression and tattoos.

For centuries, symbols have served as a visual language - representing protection, strength, femininity, and connection to land and ancestry. These motifs were translated through textiles, embroidery, and oral tradition, carrying meaning from one generation to the next.

This symbolic language is a central inspiration in Khedidja's work.

Through couture and embroidery, she transforms ancestral symbols into contemporary designs, allowing ancient culture to live and evolve in modern form. Her creations are not only garments, but visual narratives — where thread becomes language and fashion becomes preservation.

By honoring her Amazigh heritage, she bridges North Africa's ancient cultural identity with today's global artistic landscape.

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# THE ATLAS EMERALD

## THE FABRIC

Made from 100% luxury German cotton velvet in a rich burgundy tone. The fabric is soft to the touch while holding a beautiful, structured shape.

## THE EMBROIDERY

The high-end hand embroidery is created by Louiza Maison de Broderie. Each stitch is carefully placed by hand, honoring traditional craftsmanship and attention to detail.

## THE SYMBOLISM

- **The Yaz:** Featured in the geometric trim, the Yaz symbol represents the "Free Man"-personal power, independence, and the freedom to shape one's destiny.
- **The Diamond:** The diamond motifs symbolize strength, clarity, and self-worth. They anchor the design with balance and protection.
- **The Structured Line:** The strong, architectural embroidery placement reflects confidence, leadership, and inner sovereignty.





**AFFIRMATION**

"I stand in my power and create my own path."





# THE GOLDEN HIRONDELLE JACKET

## **THE FABRIC**

- Made from 100% luxury German cotton velvet in a rich burgundy tone. The fabric is soft to the touch while holding a beautiful, structured shape.

## **The Embroidery**

- The high-end hand embroidery is created by Louiza Maison de Broderie. Each stitch is carefully placed by hand, honoring traditional craftsmanship and attention to detail.



### **.THE SYMBOLISM**

- The Hirondelle (Swallow): The flowing embroidery represents renewal, return, and feminine grace.
- The Seed: Small embroidered details symbolize intentions planted to grow into new beginnings.
- The Golden Line: The continuous scroll design represents heritage, knowledge, and creative transmission.

### **AFFIRMATION**

"I stand in my power and create my own path."





**THE YAZ  
SOVEREIGN  
JACKET**



### **THE FABRIC**

- Made from 100% luxury German cotton velvet in a rich burgundy tone. The fabric is soft to the touch while holding a beautiful, structured shape.

### **THE EMBROIDERY**

- The high-end hand embroidery is created by Louiza Maison de Broderie. Each stitch is carefully placed by hand, honoring traditional craftsmanship and attention to detail.

### **THE SYMBOLISM**

- The Yaz: Featured in the geometric gold trim, the Yaz symbol represents the “Free Man” – personal power, independence, and the freedom to shape one’s destiny.
- The Diamond: The repeating diamond motifs within the embroidery symbolize strength, clarity, and self-worth, anchoring the design with balance and protection.
- The Structured Line: The bold, architectural placement of the trim reflects confidence, leadership, and the grounded presence of inner sovereignty.

### **AFFIRMATION**

*“I stand in my power and create my own path.”*





# THE MIDNIGHT AMETHYST SET

## THE FABRIC

- Made from 100% luxury German cotton velvet in a rich burgundy tone. The fabric is soft to the touch while holding a beautiful, structured shape.

## THE SILHOUETTE

- Velvet & Lace Layers: This look features high-waisted amethyst velvet shorts layered with an ethereal, floor-length lace overlay.
- Textural Contrast: The richness of the velvet provides a grounded, structural foundation, while the delicate lace adds a sense of movement and mystery.
- Heritage Fusion: The intricate patterns on the lace complement the traditional hand-embroidery, blending historical artisan techniques with modern couture.

## THE EMBROIDERY

- The high-end hand embroidery is created by Louiza Maison de Broderie. Each stitch is carefully placed by hand, honoring traditional craftsmanship and attention to detail.



### **THE SYMBOLISM**

- The Yaz: Centered in the rich gold trim of the amethyst velvet bolero, the Yaz symbol celebrates the "Free Man"—a testament to personal power, independence, and the courage to shape your own destiny.
- The Diamond: Intricate diamond motifs are woven throughout the hand-embroidery, representing strength, clarity, and self-worth to provide a sense of balance and protection.
- The Structured Line: The cross-front architectural design and strong lines of the embroidery reflect a spirit of confidence, leadership, and inner sovereignty.

### **AFFIRMATION**

"I stand in my power and create my own path."



THE  
TIFINAGH  
NOIR

Maison  
LOUIZA



### **THE FABRIC**

- Made from luxury silk velvet in a rich dark blue tone. The fabric is soft to the touch while holding a beautiful, structured shape.

### **THE EMBROIDERY**

- The high-end hand embroidery is created by Louiza Maison de Broderie. Each stitch is carefully placed by hand, honoring traditional craftsmanship and attention to detail.

### **THE SYMBOLISM**

- The Yaz: Centered within the V-neckline embroidery, the Yaz symbol represents the “Free Man”—honoring your personal power, independence, and the freedom to shape your own destiny.
- The Diamond: Featured in the intricate hemline trim, these diamond motifs symbolize strength, clarity, and self-worth, anchoring the design with a sense of balance and protection.
- The Structured Line: The sharp, geometric embroidery along the bodice and hem reflects a spirit of confidence, leadership, and inner sovereignty.





## THE EMBROIDERY

- Each piece is meticulously hand-embroidered using traditional Zari thread, a fine metallic yarn that creates a regal, luminous finish on the luxury velvet foundation.
- The Diamond: A recurring motif in Amazigh heritage, the diamond represents clarity, strength, and self-worth. It is traditionally used to provide a sense of balance and protection to the wearer.

## AFFIRMATION

- "I move with clarity and strength, anchored in my own self-worth and protected by the balance I carry within."





# THE DIAMOND LOZENGE BOLERO

## THE FABRIC

- Composition: Crafted from 100% luxury German cotton velvet in a deep, regal amethyst tone.
- Quality: The fabric offers a soft, tactile experience while maintaining a structured, architectural form.

## THE SILHOUETTE

- The Louiza bolero is an architectural masterpiece designed for the modern woman who transitions seamlessly between worlds. Its structured yet adaptable form makes it a cornerstone of a curated wardrobe.
- Casual Chic: Pair the bolero with high-waisted denim and a crisp white button-down for an elevated everyday look that balances effortless style with cultural heritage.
- Architectural Precision: The cropped length and strong, structured shoulders are designed to highlight the waist and provide a powerful, "couture architect" silhouette regardless of the occasion



## THE EMBROIDERY

- **Craftsmanship:** The high-end hand embroidery is meticulously created by Louiza Maison de Broderie.
- **Artisanship:** Each stitch is placed by hand, honoring a commitment to traditional craftsmanship and meticulous detail.



## THE SYMBOLISM

- **The Yaz:** Positioned within the rich gold trim of the bolero, the Yaz symbol represents the "Free Man"—celebrating personal power, independence, and the courage to define one's destiny.
- **The Diamond:** Woven throughout the embroidery, these motifs symbolize strength, clarity, and self-worth, providing a sense of balance and protection.
- **The Structured Line:** The cross-front architectural design reflects a spirit of confidence, leadership, and inner sovereignty.

## AFFIRMATION

- "I stand in my power and create my own path."

# THE TANIT VELVET JACKET

## THE FABRIC

- Composition: Expertly tailored from 100% luxury German cotton velvet in a deep, commanding burgundy.
- Quality: The velvet provides a rich, tactile depth that maintains the jacket's strong, architectural silhouette.

## THE SILHOUETTE

- Architectural Versatility: A structured, cropped bolero designed to transition effortlessly from casual denim to high-fashion evening wear.
- Dynamic Styling: Whether paired with silk trousers, sheer dress for a special occasion or layered over a crisp shirt for a modern look, the jacket's precise lines highlight the wearer's presence.
- Heritage Fusion: The bold geometric trim integrates traditional Amazigh symbols into a contemporary couture form.





### **THE EMBROIDERY**

- Craftsmanship: Each piece features high-end hand embroidery meticulously crafted by Louiza Maison de Broderie.
- Artisanry: Every stitch is placed by hand, preserving ancestral knowledge through fine craftsmanship.



### **THE SYMBOLISM**

- The Tanit: Featured prominently in the geometric gold trim, the Tanit symbol represents femininity, fertility, and protection—honoring the divine feminine power.
- The Diamond: Embedded within the repeating patterns, diamond motifs symbolize clarity, strength, and self-worth.
- The Structured Line: The architectural placement of the embroidery reflects leadership, confidence, and inner sovereignty.

### **AFFIRMATION**

"I embrace the divine strength within me and lead with grace."

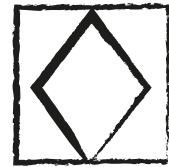
# THE MANIFESTATION COLLECTION

Ancient symbols as visual affirmations for the modern creator.

## 1. The Diamond ♦

Affirmation: "I am a magnet for abundance."

The Energy: Focus. Historically used to reflect negativity, it now acts as an anchor to keep your energy centered on wealth and self-worth.



**Lozenge**

(One of the main symbols representing womanhood and feminin fertility)

## 2. The Yaz ☸

Affirmation: "I am the creator of my reality."

The Energy: Sovereignty. Representing the "Free Man," it aligns your vibration with personal power and the freedom to design your life.



**Yaz**

( The free man )

## 3. The Hironnelle (Swallow)

Meaning: Symbolizes the cyclical return to femininity and fertility.

The Energy: Renewal. Like the bird that always returns home, this symbol represents the continuous bloom of womanhood and new life.

Affirmation: "I embrace the cycles of my own growth and grace."



**Hironnelle**

( Symbolizes the cyclical return to femininity and fertility )

## 4. The Palm (Connection to Goddess Tanit)

Meaning: Strongly associated with the ancient Punic/Berber goddess Tanit, who represented the moon, fertility, and hunting.

The Energy: Divine Feminine Power. It connects the wearer to an ancient lineage of protection and lunar strength.

Affirmation: "I am guided by the wisdom and strength of those who came before me."



**Palm**

( Connection to Goddess Tanit:

The symbol is strongly associated with the ancient Punic/Berber goddess Tanit, who represented the moon, fertility, and hunting. )

## 5. The Scissors (Tools of the Trade)

Meaning: Represents the mastery of the craft and the tools used to shape our world.

The Energy: Precision and Choice. It signifies the power to "cut away" what no longer serves and to carefully shape a new destiny.

Affirmation: "I have the power to shape my own narrative."



**Scissors**

( Tools of the Trade: When woven into rugs, it may represent the tools of the weaver, symbolizing the act of creation, skill, and the artisan's own artistry. )

# HOW TO COMMISSION

## The Louiza Couture Experience: A Journey of Creation

At Louiza Couture, we do not believe in **"fast."** We believe in forever. By limiting our intake to only three clients every three months, we guarantee an uncompromising level of detail. You are not buying a dress; you are commissioning a work of art. This allows us to maintain a deep connection with our artisans and respect the natural pace of hand-embroidery.

### An exclusive guide for our three seasonal clients.

1

#### 1. The Initial Consultation (Week 1)

Every masterpiece begins with a conversation. We discuss your vision, your measurements, and the story you want your garment to tell.

- The Catalogue: Select a timeless silhouette from our signature collection.
- Customization: Adapt an existing design to your unique proportions and color palette.
- Bespoke: Work with Khedidja to design a completely new piece from scratch.

2

#### 2. Sourcing the Foundation (Weeks 2-3)

We begin by securing our signature 100% German cotton velvet. This premium fabric is chosen for its structural "architectural" quality and its natural, breathable touch. During this phase, we also select the specific threads and materials for your embedded Amazigh symbols.

3

#### 3. The Architectural Draught (Weeks 4-5)

As a **"Couture Architect,"** Khedidja maps out the geometry of your garment. We create the initial pattern and perform the first "Toile" (a mock-up) to ensure the fit is mathematically perfect before touching the velvet.

4

#### 4. The Art of the Symbol (Weeks 6-9)

This is the heart of the process. Our artisans begin the intricate hand-embroidery.

- Each Amazigh symbol is placed with intention.
- Whether it is protection, fertility, or strength, your garment becomes a "wearable story."
- This phase is slow and meditative, requiring hundreds of hours of manual precision.

5

#### 5. Final Assembly & Fitting (Weeks 10-12)

The velvet and the embroidery are joined. We conduct final fittings to ensure the garment moves with you. We don't stop until the piece feels like a second skin.

6

#### 6. The Handover

Your garment is delivered in sustainable, heritage-inspired packaging, accompanied by a Certificate of Authenticity detailing the meaning of the symbols and the artisans who crafted it.

# Redefining Heritage

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