

Sarah Bouamoud

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Mima

Sarah Bouamoud, drawing from her Franco-Moroccan-Amazigh heritage, takes inspiration from her childhood memories. Based on a photo of her as a baby in her grandmother's arms, wearing pyjamas and with tattooed hands to protect against the evil eye, she reinterprets this garment. In France, pyjamas are often seen as indoor wear, but in Morocco, they are worn during the day under the traditional djellaba. Her aim is to represent an authentic, contemporary Morocco, far removed from tourist clichés. By revisiting this garment, intimately linked to daily life, Sarah seeks to restore its

nobility and dignity while questioning the gender norms imposed by patriarchy, particularly the place men assign to women in Moroccan society. The pyjamas metamorphose into a large coat inspired by the djellaba, adorned with her grandmother's tattoos screen-printed on the back. A cushion-bag, reminiscent of Moroccan salons and a symbol of social belonging, completes this work, celebrating the cultural richness and resilience of Moroccan women.

Material

Dress in cotton jersey, coat with red silk-screen print on satin cotton sheets, shoes in lace scraps, handbag in silk and cotton wadding, mask in satin cotton with packaging in a white cardboard box.



