

# MOROCCO UNLIMITED

JANUARY NEWSLETTER



WHERE YOUR DREAMS COME TRUE



# LAND OF DREAMS AND PASSION

WRITTEN BY MOROCCO UNLIMITED

Life is a beautiful spiral of unexpected events that sometimes takes us through paths that we never imagine. Nothing in our life is guaranteed, nothing can be taken for granted and the truth is that life is so short, that we can not spend our days just "making a living".

This months newsletter is dedicated exactly to dreams, changes and new beginnings. We want to share an inspiring story that took place right here in

Morocco, this beautiful land that for many of us have become home and for others, the place where dreams come true.

Tiffany is a young woman that in a matter of one year, made a 180-degree turn in her life and became an entrepreneur that designs and sells traditional Moroccan babouches in Hong Kong.

Here is her story...

# HERE IS HOW THE DREAM WAS BUILT



OUR GUEST: TIFFANY C.

MOROCCO UNLIMITED: How did you take the decision of quitting your previous job and start traveling around the world?

TIFFANY C.: "I grew up and spent most of my time in Hong Kong. Hong Kong, for me, is an exhausting city. Lively, energetic, but tiring nonetheless. There, I've always been made to feel like I'm forever on a treadmill, whether it's working and making enough money to sustain myself, and not being rewarded for it. Like I always have to be busy, always doing something or going somewhere, even in a creative job. It's an environment that can be incredibly toxic because you never feel like you have enough, or are doing enough. Increasingly, I was feeling very stale, but also stressed, and more and more found myself asking: what am I doing? Why am I doing this? Who am I doing this for? So last year, I left my job in Hong Kong to travel around the world. I took my money and I spent it. I did all the things that were not "me," living in a van, backpacking, etc. And in the last year, I've learned that I can choose to live differently".

MU: What did you know about Morocco before starting your journey and how did you end up putting Morocco in your bucket list travel?

TC: ""To be honest, I knew essentially nothing about Morocco. I didn't really mind where I went, as long as I'd never been. The only thing I prepared was a Lonely Planet book I purchased the day before my flight. I liked the idea of landing somewhere, almost completely disoriented and seeing what happens next. For instance, I haven't been to most of the major sight-seeing spots in Morocco, but I do have my favorite breakfast spot, my favorite tea spot, etc. I think it's easy to "do Morocco" in 10 days on a checklist, but at the end of the day, it's only a list and your "experience of Morocco" will be very much similar, if not identical, to everyone else's who have done the exact same thing and taken the exact same photos.".

M U : What was your first impression of Morocco?

TC: "How unconditionally generous and involved people were, Of course, there are exceptions, just as there are in any other country. I noticed, for instance, that people are so willing to help, whether it's a motorcycle-donkey collision, an old woman asking for money on the street, an argument at the post office. Everyone helps. My shoemaker shared his tagine with me in the middle of his small shop, a neighbor has invited me for mint tea, doors are always open. Friendships are easily established. Having always lived in cities where everyone is accustomed to minding his or her own business and steering clear of unnecessary interaction, the contrast is sobering".

MU: How is the perception of Moroccan handcraft business in your country?

# "I'VE LEARNED THAT I CAN CHOOSE TO LIVE DIFFERENTLY".

TC: "I'm not sure about this one! But I do think globally, consumers are beginning to take a step back and re-evaluate this idea of fast fashion. Perhaps it's a sense of nostalgia or wanting to preserve a sense of authenticity."

MU: How has been the process of developing and consolidating your brand and how has been the reception of your product?

TC: "I have to say this all happened very quickly. The "process" involved having a pair of shoes made for myself and then thinking: why don't I try something new? And then making a hundred pairs. The biggest challenge, even now, is finding trustworthy artisans who believe in quality and will consistently work hard to achieve that quality. I sold 65% of the product in my first month of pre-orders and the feedback is that they are high quality, versatile and incredibly comfortable".

MU: Are your products made completely in Morocco? Or you export the leather and manufacture them in your country?.

TC: "Yes, the slides are 100% handmade in Morocco".

MU: Are you thinking about exploring with other Moroccan handcrafts or exploring with handcrafts from other countries?

TC: "Definitely. The Lèi weaves together slowly made things inspired by travel.



it's about creating collections of things - whether it's fashion, accessories or homeware - made slowly and informed by a place, people, or time. The slides, or modern babouches, are designed, made and inspired by my time in Marrakech. So in that way, it's very personal to me. Morocco is a country of craft. There is so much we can do to preserve and promote that culture. I do plan on returning in the next few months to explore other crafts, and will be traveling to several other countries as well. "

MU: What is your advice for people who have the dream to start their own business but feel terrified to start from zero?

TC: "I don't know if I'm in the position to offer such advice as I've just started and there is still too much for me to learn. But, don't be. Don't be terrified. Follow your instinct. At the end of the day, even if you lose it all, it's money and time. The money you can earn back. The time you can't, but it will not have been wasted".



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