

BRANDBOOK

CÔTÉ BOUGIE
MARRAKECH



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2025 - 2026



CÔTÉ BOUGIE

Based in Marrakech for over 20 years, Côté Bougie is an artisanal maison that celebrates Moroccan craftsmanship on an international scale. Each creation carries a story of passion, materials, and design: a subtle dialogue between heritage and modernity, where the artisan's hand remains at the heart of the process.

Rooted in strong values of family, tradition, and ethics, the brand cultivates a commitment to quality and creativity establishing itself as a true reference in the world of handcrafted candles.





CÔTÉ BOUGIE



A CONTEMPORARY ODE
TO MOROCCAN CRAFTSMANSHIP

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We are constantly reinventing ourselves,
driven by the talent of our artisans.



A FAMILY HISTORY

It all began more than twenty years ago. Saida left Casablanca, where she designed children's bedrooms, with a desire to create something different; something made with her own hands and with meaning. One day, she fell in love with candles.

At the time, high-quality candles were hard to find in Morocco. So she began bringing them back from her travels, then decided to make them herself. In her kitchen, using simple pots and pans, she experimented, tested, learned, and persisted.

In 2003, Côté Bougie lit its very first wick. From the beginning, the vision was clear: to take people on a sensory journey through Moroccan craftsmanship and offer a unique olfactory experience inspired by the scents and soul of Morocco. From Marrakech to the world, Côté Bougie continues to shine through authentic, inspiring collections.



In 2005, my son Omar joined the adventure, taking charge of management, development, and distribution. Together, we laid the foundations for a modern artisan company, deeply rooted in Marrakech but with an international outlook.

Today, Côté Bougie collaborates with Morocco's finest artisans, offers two exclusive collections per year, and stands out on the international stage at events such as Maison & Objet in Paris.

One of my greatest sources of pride remains the fact that all our fragrances are created exclusively for us by our partner perfumer in Grasse.



OUR VISION

OUR HISTORY

Saïda Kadiri entered the profession out of passion, creating exclusive candle designs.

Launch of the Côté Bougie brand with a visual identity and showcase website.

Launch of the Côté Bougie e-shop.

Collaboration with artist Chama Chraibi.

Collaboration with Maison Sarah Lavoine & Opening of a new showroom in Marrakech.

2003

2005

2013

2014

2019

2020

2021

2023

2025

Her son, Omar Benaberrazik, trained in accounting, joined her and developed the concept.

First presentation of products abroad at the Maison&Objet trade fair in Paris.

Collaboration with artist Bouchra Boudoua.

Celebrating 20 years with a new visual identity and new packaging.



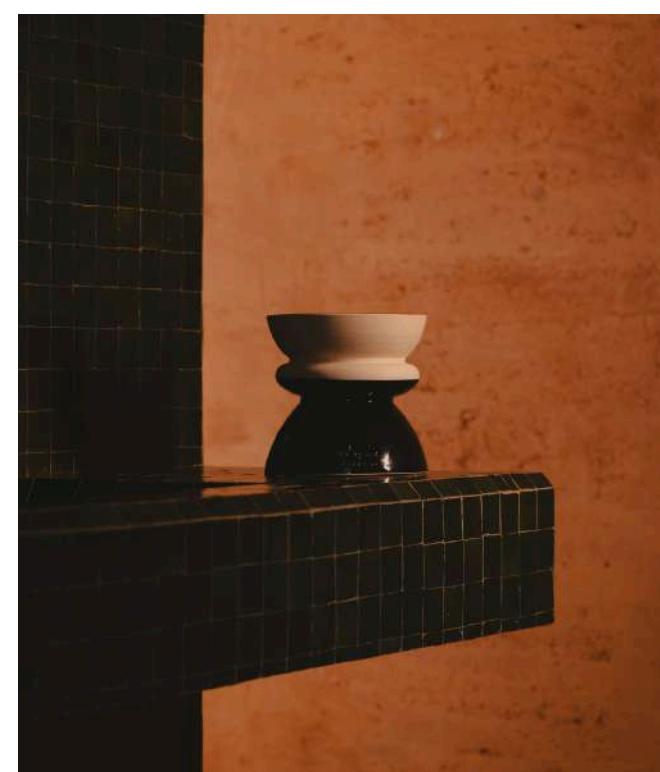
CRAFTSMANSHIP



PASSION



CREATIVITY



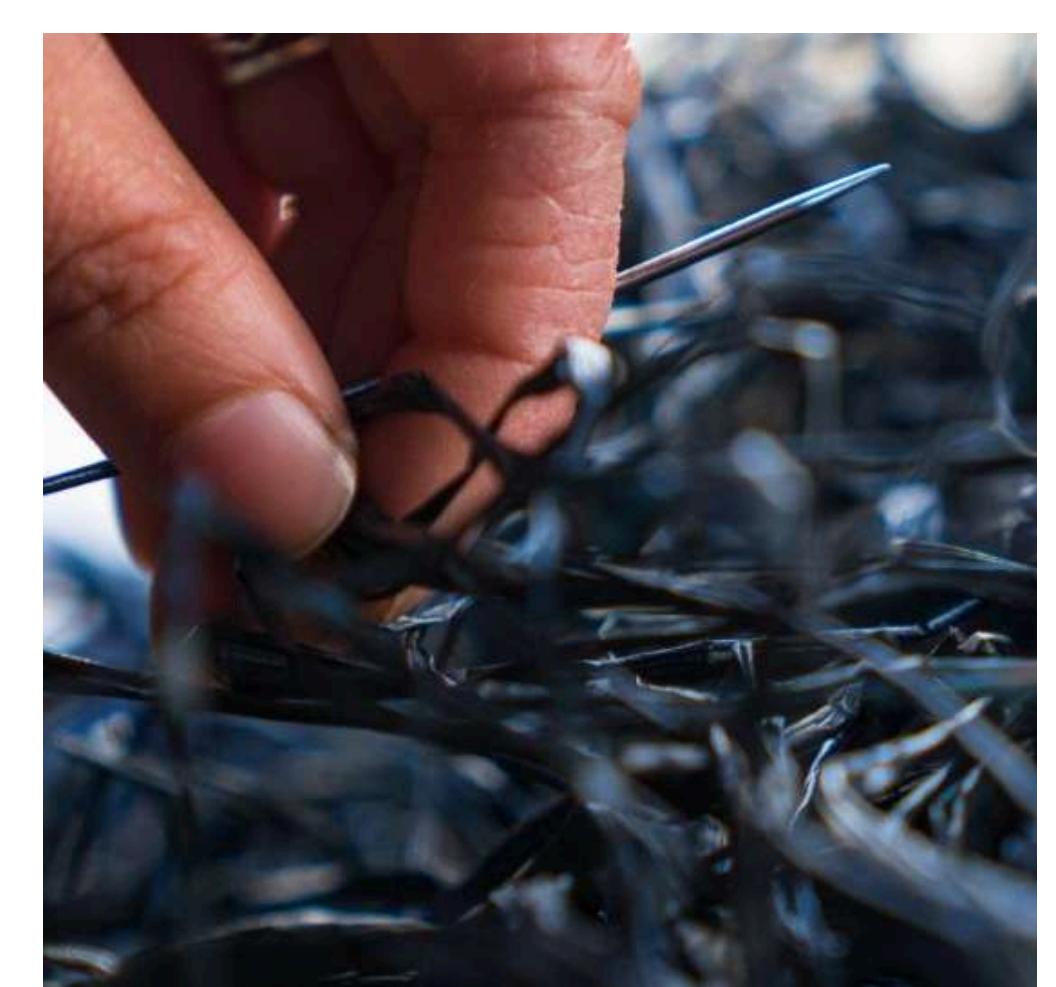
INNOVATION





MOROCCAN CRAFTSMANSHIP

At Côté Bougie, we are fortunate to collaborate with Moroccan artisans, and it is a true honor to showcase their work.



With each collection, we challenge ourselves to explore new materials: ceramics, leather, raffia, and even tamegroute. Our ambition remains the same: to surprise while respecting the traditions and expertise that surround us.



SCENTED CANDLES

Each candle is imagined by our team, designed and perfected in our artisans' workshops, filled by hand, and shipped worldwide. It is a human journey, meticulous, professional, and passionate. All our candles are:

- Made from high-quality materials
- 100% natural origin
- Entirely handmade
- Made from soy wax
- With responsible materials
- Perfumed with exclusive scents from Grasse





HOME FRAGRANCE

It quickly became clear to us that we should also develop our range of home fragrances, to evoke memories and take people on a journey through Morocco.

More than just a simple fragrance, our perfumes are a true olfactory signature. Created with a team in Grasse, the world capital of perfume, we are constantly innovating with citrus, floral, and oriental scents designed to surprise and enchant.



NEW COLLECTION

TAM TAM ALLURE



NOMAD TERRA



ZEBRÉ TERRA

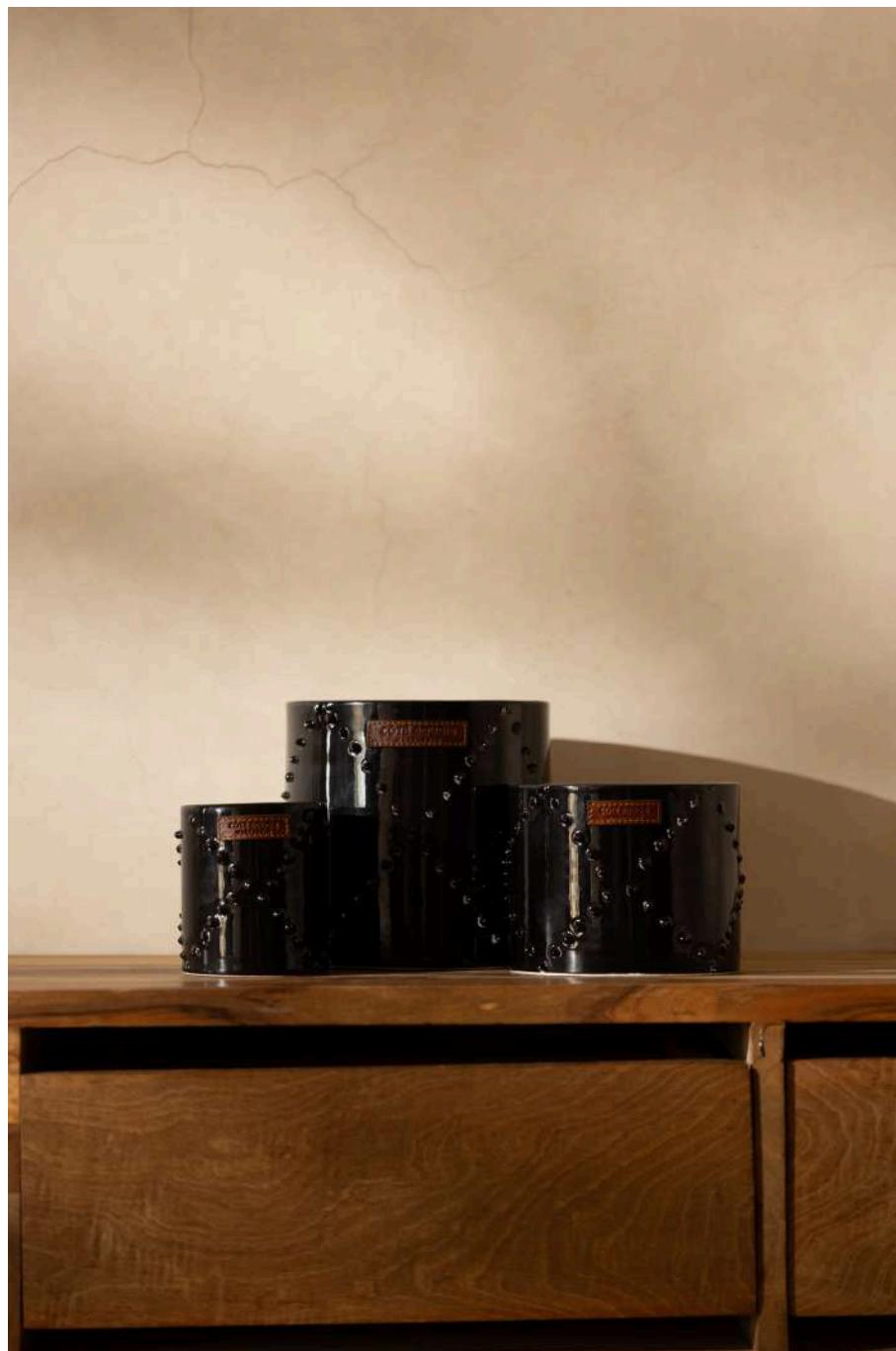


TAMEGROUTE JAUNE



NEW COLLECTION

NOMAD NOIR



RAPHIA MAYA



RAPHIA RIM



CUIR ASSIA



OUR VALUES

For over twenty years, Côté Bougie has blended creativity with environmental responsibility. Our approach relies on high-quality, natural materials carefully chosen for their low environmental impact, and on a holistic philosophy that weaves sustainability into every collection.

Mindful of the pressing environmental challenges, we continually refine our production processes to reduce energy consumption, minimize waste, and ensure every action counts. We also champion eco-conscious craftsmanship by collaborating with partners who share our vision of sustainable, responsible artistry.

At Côté Bougie, every creation embodies this commitment: to craft objects that are beautiful, enduring, and respectful of the planet, contributing to a more harmonious and conscious world.



COMMITMENTS



Because we want to contribute to the development of Morocco and its rural regions, and because our company was founded by a woman, we make creating opportunities for women a priority, both within our organization and in our partnerships with local artisan cooperatives.

We support initiatives that highlight the remarkable work of women in Morocco. By collaborating with these cooperatives, we contribute to their empowerment while promoting their unique and exceptional expertise.

LIFESTYLE



MAISON SARAH LAVOINE



Our latest collaboration was a natural fit. Between Marrakech and Paris, Côté Bougie has teamed up with Maison Sarah Lavoine for a limited edition collection combining Moroccan craftsmanship and contemporary French design.

Each candle is handcrafted from ceramic, subtly tinted with the designer's signature colors and infused with unique home fragrances.

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Candles designed as objects
to be kept and reinvented.





THANK YOU

CÔTÉ BOUGIE MARRAKECH

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