



SMARTS SEGOU

Weaving the past to inspire the future, promoting craftsmanship and supporting the local economy



Made from organic cotton and recyclable textiles, each product is designed to last while supporting the local community.



PRESENTATION OF SMARTS SÉGOU

Our History and Mission



SMARTS Ségou

A framework for the exchange, enhancement and promotion of Malian

SMARTS Ségou embodies the authenticity and craftsmanship of Mali. Created in 2006, this initiative promotes emblematic textile traditions such as woven pagne and bogolan, while responding to contemporary requirements through professionalization and capacity-building initiatives.

Through the professionalization of players across the textile value chain, the fair marketing of products and the development of economic opportunities, SMARTS actively supports the empowerment of women and contributes to the local economy.

SMARTS is more than just an initiative: it's a movement that honors authenticity, nurtures creativity and opens up new avenues for sustainable, inclusive craftsmanship.

OUR MISSION

Make the Malian textile sector a model of excellence by promoting authenticity, local know-how and sustainability, while ensuring fair access to markets to strengthen its economic and social impact.



OBJECTIVES

- ◆ Professionalize Mali's textile sector by guaranteeing the production of quality, eco-responsible and authentic products.
- ◆ Promote the empowerment of women and actors in the textile value chain through capacity building and the creation of sustainable economic opportunities.
- ◆ To provide a platform for networking and fair trade marketing, highlighting Malian craftsmanship while promoting ancestral know-how and environmentally-friendly practices.





Environmental and Commitment: Responsible and Solidarity

Responsible fashion is taking hold, and fashion retailers are adopting best practices in sustainable development. In Ségou, the beating heart of Malian craftsmanship, our artisans perpetuate the art of weaving with passion and spontaneity. These designs capture the essence of their work, where each thread tells a story and each pattern reflects our rich and vibrant heritage.

INVESTING IN SUSTAINABILITY: FAIR TRADE FOR CRAFTSMEN'S SELF-SUFFICIENCY



FROM RAW COTTON TO AUTHENTIC LOINCLOTH MADE IN SÉGOU

One of Smarts Ségou's main aims is to promote the local economy by valorizing the handiwork of the town's craftsmen and women. We ensure that each craftsman is paid fairly for his or her work. By purchasing these loincloths, you are contributing directly to local development, to the empowerment of women and to the quality, creativity and durability of this ancestral know-how.



Professionalization of the textile industry

One of the major challenges facing the textile sector in Mali is the often precarious working conditions, limited access to quality materials, and a lack of awareness of professional and international standards. Aware of these challenges, SMARTS Ségou is committed to transforming the sector through information tailored to the specific needs of each player in the industry.



Our training sessions, designed for artisans, tailors, designers and textile entrepreneurs, focus on modern production techniques, sustainable resource management and the integration of international standards. By helping participants to better master the tools and practices of the trade, we aim to raise the quality and competitiveness of Ségou's textile products, while promoting equitable and sustainable development for all.



A woman wearing a red headwrap and an orange shirt is shown from the chest up, leaning over a yellow container and washing clothes. She is smiling and looking down at her hands. The background is a clear blue sky. The image is partially covered by a semi-transparent orange overlay on the left side, which contains the text.

SMARTS SÉGOU

a platform for mutual
aid and networking

Thanks to our networking initiatives, we encourage links between the various links in the value chain, strengthening cooperation and mutual support. SMARTS Ségou also encourages the sharing of resources and knowledge, enabling each player to grow while contributing to the collective prosperity of the textile sector in Ségou and beyond.

PAGNE TISSÉ FROM SÉGOU

The Ségou woven loincloth is a traditional fabric emblematic of Mali, particularly associated with the Ségou region, renowned for its rich craft heritage. Handmade using ancestral weaving techniques on traditional looms, it is often made from cotton or silk, offering a unique texture to each piece. This loincloth is distinguished by its geometric patterns inspired by nature and cultural beliefs, as well as by its bright colors, mainly earthy hues such as ochre, red and yellow. These motifs often have a profound meaning, representing symbols of daily life, community values or the wearer's social status. Used to make traditional garments such as boubous and dresses, as well as for decoration, Ségou's woven loincloth embodies ancestral know-how and remains a strong symbol of Malian cultural identity, while being adapted to modern trends.





Characteristics of the Ségou woven loincloth

Weaving by hand : Each piece is hand-woven, giving the fabric a unique texture and meticulous finish.

Patterns and colors : Ségou's woven loincloth is known for its geometric patterns, often inspired by nature, daily life and cultural beliefs. Colors vary, but earthy hues such as ochre, red and yellow often dominate, creating vibrant, intricate patterns.

Symbolism : Woven loincloth motifs often carry profound meanings, representing elements of local culture, status symbols or community values.

Use : This loincloth is commonly used to make traditional garments, such as boubous, dresses and accessories, but is also used for decoration and handicrafts.



Collection de Pagne

Made in Ségou :

Art and Sustainable Heritage

Pagne Koba



One of the most representative fabrics of Mali's textile heritage. Hand-woven from local cotton, it is distinguished by its robust texture and refined patterns, often in bands of natural colors.

Pagne Saran



a precious fabric from Mali's textile heritage, renowned for its finesse and refinement. Woven with care by craftsmen mastering ancestral skills, it is distinguished by its delicate motifs and harmonious hues, often combined with bright or natural colors.

Every loincloth purchased contributes directly to the ongoing training of our craftsmen, ensuring better product quality and enhanced know-how.



Bogolan Finiw

The word bogolan comes from the Bambara language (the most widespread in Mali), from the words bogo (earth) and lan (Bambara suffix meaning “from”), which literally means “made from mud”.

It uses local clays from the Niger River region and an extract of N'galama (*Anogeissus leiocarpa*) leaves. The clay contains a significant quantity of iron oxides (hydr), mainly akaganeite. It reacts with the N'galama coating on the cotton to form black or brown colors.

In addition to its use as a textile in the manufacture of men's tunics and women's knotted loincloths, it was attributed therapeutic virtues and was used to wrap circumcised boys and girls. Traditionally, this fabric had a protective value for those who wore it. Depending on the shape or color of the motifs, it could protect hunters, pregnant women, the elderly and infants.



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Collection de Pagnes

Made in Ségou :

Art and Sustainable Heritage



Bogolan Red

Red Bogolan is a traditional Malian textile characterized by geometric or symbolic patterns and red hues obtained from natural pigments. Handcrafted using ancestral techniques, it is made from hand-woven cotton, then dyed using decoctions of local plants such as n'galama, m'pekoun and the bark of specific trees. Red, the dominant color of this variant, often symbolizes energy, strength and protection in Malian culture.



Bogolan Green

Green Bogolan is a traditional Malian textile, renowned for its green color obtained from natural dyes extracted from local plants. Manufactured according to ancestral know-how, this fabric is made from hand-woven cotton, then dyed using decoctions of leaves and bark with specific tinctorial properties. Green, a symbol of nature, hope and fertility in Malian culture, gives Bogolan a strong spiritual and environmental dimension.

Every loincloth purchased contributes directly to the ongoing training of our craftsmen, ensuring better product quality and enhanced know-how.





Bogolan White

White Bogolan is a particular version of the traditional Malian textile, characterized by its light hue obtained through a natural cotton bleaching process or the use of specific clays. Unlike other, more colorful variants, white Bogolan embodies purity, wisdom and renewal in Malian culture.



Bogolan Black

Black Bogolan is an emblematic version of traditional Malian textile, recognizable by its dark hue obtained by applying iron-rich clay or loam to cotton previously dyed with plant extracts. This ancestral dyeing process, combining natural elements such as *néré* or indigo leaves, gives the fabric its deep black color and exceptional durability. A symbol of mystery, protection and power in Malian culture.



Bogolan Blue

Blue Bogolan is a modern variation on the traditional Malian textile, whose blue color is achieved through the use of natural dyes based on indigo, a plant widely cultivated in West Africa. This artisanal fabric, made from hand-woven cotton, is dipped in successive baths of indigo to achieve shades ranging from light to deep blue, symbolizing wisdom, peace and the immensity of sky and water in Malian culture.





The Bogolan Manufacturing Process: An artisanal know-how Inherited from the Ancestors

The manufacture of Bogolan, a traditional Malian fabric, is based on an ancestral craft process that combines know-how and cultural symbolism. It all begins with the weaving of cotton, usually by hand, to obtain a raw fabric called “finimugu”. This cloth is then soaked in a decoction of leaves and bark from tannin-rich trees such as n'galama or m'peku, to give it a basic hue, often yellowish or ochre. After drying, craftsmen hand-apply motifs using fermented mud harvested on the banks of the River Niger. This mud, containing ferrous elements, reacts chemically with the vegetable dye and gradually darkens the fabric to create contrasting patterns. Once the patterns have set, the fabric is rinsed and sometimes exposed to the sun to strengthen the colors and ensure their durability. Each step in the Bogolan manufacturing process is marked by patience and precision, making each piece a unique work of art that carries with it the history, beliefs and cultural values of Mali.



THE AUTHENTICITY OF OUR REINVENTED HERITAGE

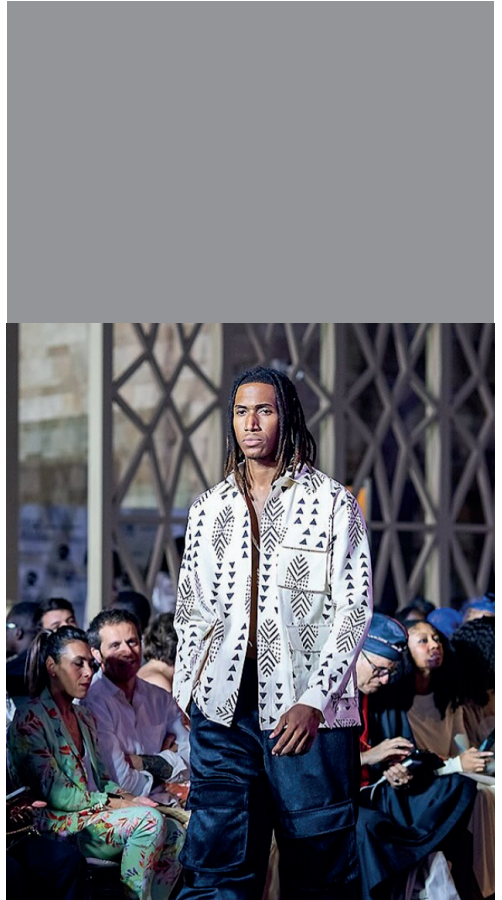
Inspired by Segou's ancestral know-how, this collection offers modern creations that celebrate authenticity, local craftsmanship and bogolanfini while keeping up with current ready-to-wear trends.



COLLECTION HABY

COLLECTION KEBA

this collection revisits authenticity through modern creations that value local craftsmanship and bogolanfini, while embracing contemporary ready-to-wear trends.





MAKHOSI

Makhossi is a traditional clothing brand that draws its essence from Mali's cultural heritage. Through modern, refined creations, it highlights the ancestral know-how of artisans, notably through emblematic textiles such as bogolanfini and woven loincloths.





COLLECTION MOUSLINE



This collection combines tradition and modernity, sublimating local craftsmanship and bogolanfini through contemporary creations in tune with current ready-to-wear trends.



BOUBOU MAMOU DAFÉ



Inspired by the litter worn by Mamou Daffé, Minister of Crafts and Culture, this emblematic piece of traditional Malian fashion symbolizes elegance and refinement.



BOUBOU ROYALE MAKHOSSI



This boubou embodies a dual ambition: to perpetuate the pride of a cultural heritage while adapting to the demands of contemporary style. A garment that tells a story, that of a Mali that is creative, refined and resolutely forward-looking.





**Weaving the past to inspire
craftsmanship and support**

A close-up photograph of a man weaving on a traditional wooden loom. The man is wearing a blue and white patterned shirt. The loom is made of wood and has many threads hanging from it. The background is slightly blurred, showing a workshop setting. A semi-transparent white box with text is overlaid on the image.

**ire the future, promoting
orting the local economy!**

**KÔRÈ
DESIGN**







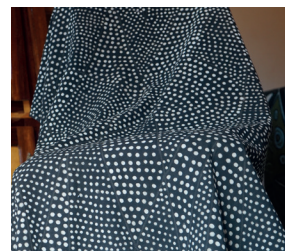
















Care and Washing Guide: Preserving Craftsmanship and the Planet

Maintenance tips :

To preserve the quality and beauty of your garment:

1. Wash with care:

- o Hand wash with natural soap or black soap without scrubbing.

- o If unavailable, opt for a mild soap, but strictly avoid bleach or any product containing caustic soda.

2. Wash separately :

- o Wash separately to avoid color transfer.

3. Dry clean:

- o Ideal for preserving the texture and vibrant colors of your garment.

A sustainable choice:
Made from 100% natural, eco-responsible cotton, this garment embodies our commitment to fair and sustainable trade, guaranteeing fair remuneration for our artisans.



