• R • I AKAN

A MOROCCAN COLLECTION

IN THE MOOD FOR MOROCCO

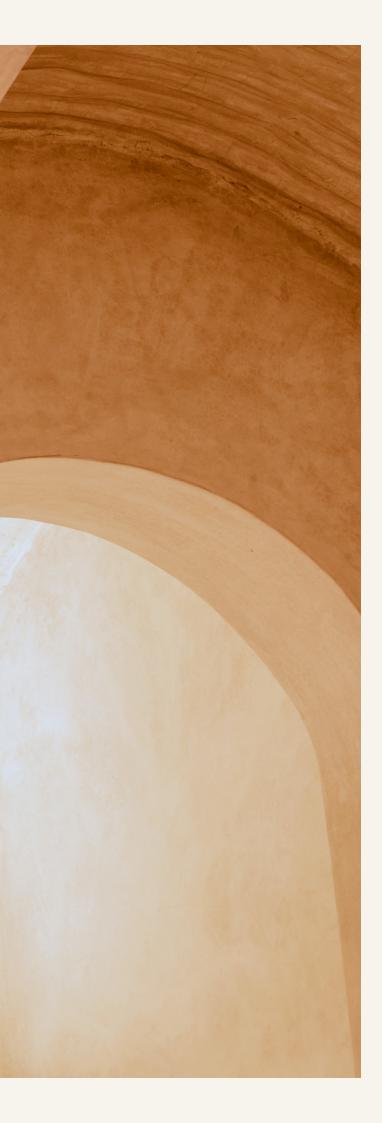


AKAN, WHERE EVERY PLACE TELLS A STORY, AND EVERY CONNECTION LEAVES A MARK

Dar Taarji, a third-generation Moroccan family holding, is commited to promote a refined, characterful style of hospitality deeply rooted in heritage. With AKAN, it unveils a singular collection of exceptional "Maisons" and intimate boutique hotels — each selected for its distinctive identity, cultural depth, and understated elegance grounded in authenticity.



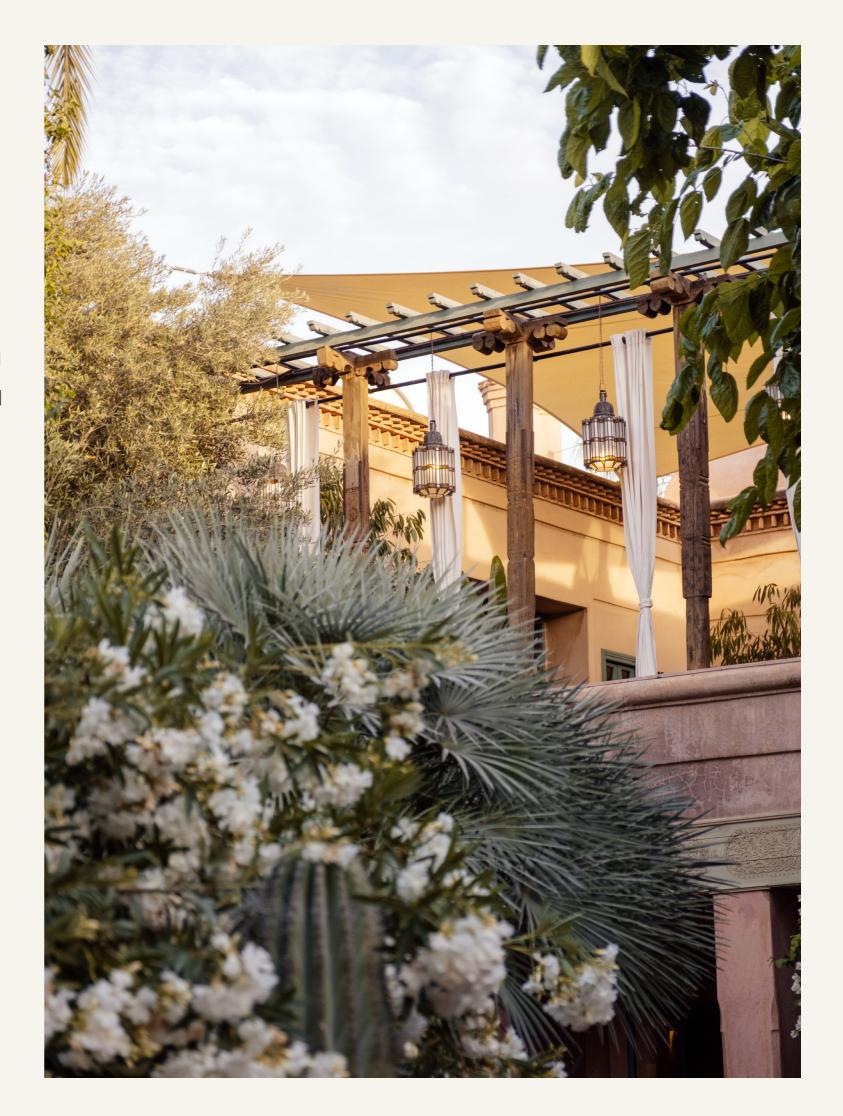
AKAN draws its name from Amazigh culture. A symbol of "body" and "structure," it evokes the architectural foundations of Morocco and the social fabric of solidarity — where every stone tells a story, and every gesture carries memory. AKAN anchors its vision in time and place: time handed down through generations; places that shelter, preserve, and inspire. Through its properties, AKAN weaves a living narrative and celebrates hospitality as a cultural gesture — where tradition and contemporary refinement converge.



AKAN, A HUMBLE SPIRIT, A TRUE SOUL, A LIVING PRESENCE

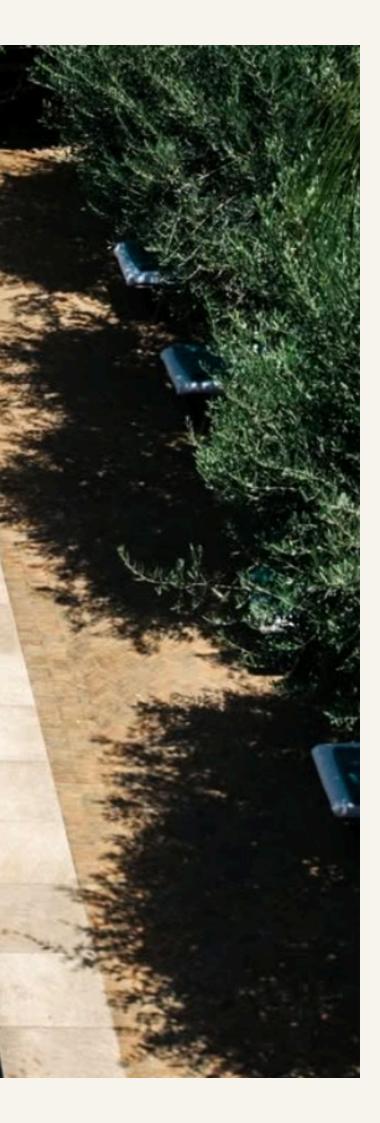


Like a precious thread woven into the great tapestry of hospitality, AKAN brings together existing gems — soulful, living houses rooted in the diversity of the Moroccan landscape. It embraces and preserves the singular character of each Maison. Every address in the collection holds a story, a spirit, and a reputation shaped by passion and excellence. Each Maison discovered and selected by AKAN is a masterpiece of living art — an invitation to travel through time and experience hospitality as a cultural and emotional expression.



« AKAN is a collection we bring into the light — the body of a living Morocco, where each house is a vibrant branch that speaks of a place, a memory, a worldview. We sought to honour these singular stories by offering them a setting that is both exacting and true. AKAN expresses a timeless Morocco — a project rooted in the future, and a tribute to past generations, to the homes, the savoir-faire, and the culture that have shaped us. »

Youssef Benabbés-Taarji, DGA, Asset Management & Development, Dar Taarji



AKAN, A MOROCCAN COLLECTION



AKAN introduces a new vision of intimate luxury hospitality in Morocco — one rooted in emotion, a profound sense of place, and a commitment to preserving identity. Its mission is to elevate Moroccan hospitality by celebrating diversity, memory, and the unique rhythm of each Maison. With discreet yet rigorous management, AKAN offers its properties a foundation of operational excellence and a long-term strategic vision. The collection brings together exceptional places that embody a refined Moroccan art of living, where tradition and modernity are seamlessly intertwined.





AKAN, PEOPLE WHO BRING THE COLLECTION TO LIFE

AKAN is the vision of Jalil Benabbés-Taarji, a pioneer of Moroccan hospitality — deeply rooted in tradition yet boldly contemporary — and Youssef Benabbés-Taarji, a new-generation voice bridging innovation and family legacy. To bring this vision to life, they have entrusted operational leadership to Eros Abrile, appointed Chief Operating Officer of AKAN.

Eros Abrile, Chief Operating Officer : With over 25 years of experience and a distinguished international career, Eros contributed the success of numerous prestigious to hospitality establishments. He brings both precision and elegance to AKAN's operations, building its foundations with passion and purpose. Alongside him, two exceptional talents: Wafa Laksiri, Director of Properties Marketing & Guest Experience — An immersive experience designer and marketing strategist, Wafa crafts bespoke guest journeys that enhance and elevate the identity of each Maison.

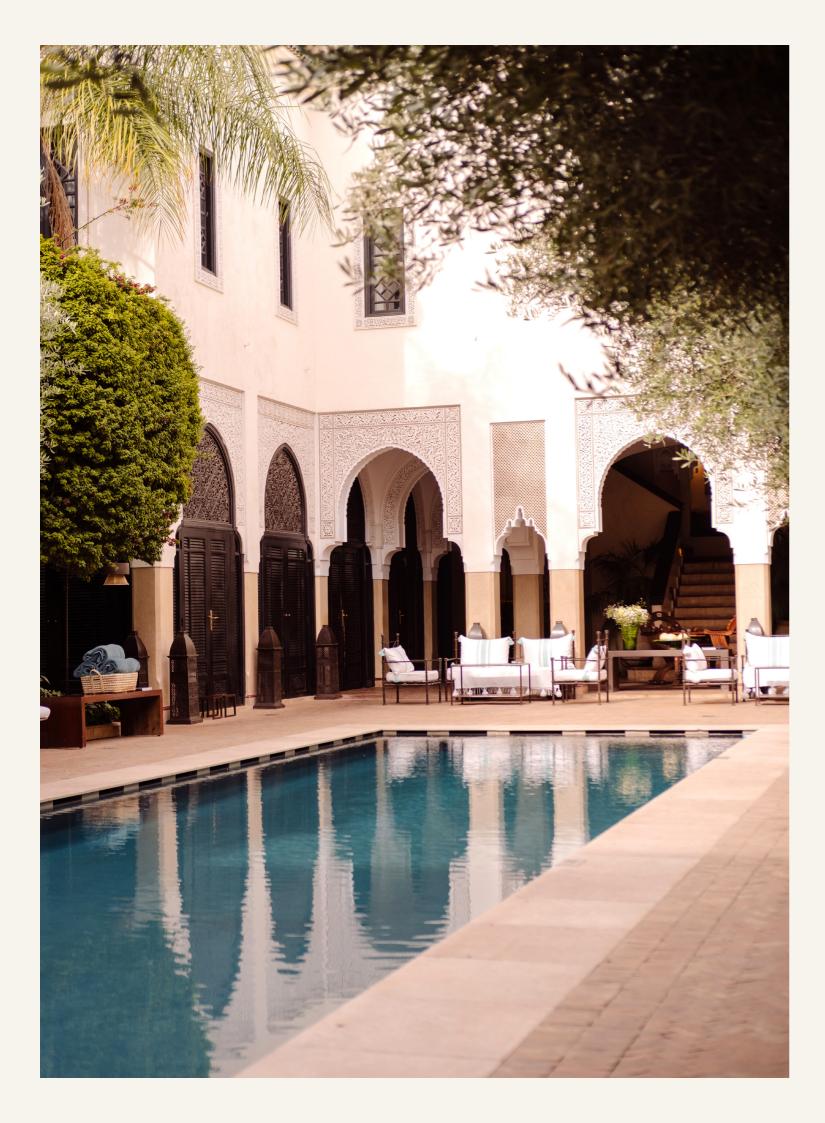
Soraya Sandra El Mouch, Brand Marketing Director — Guardian of AKAN's image, Soraya leads brand communication and positioning, ensuring consistency and unity across the collection's storytelling. Together, they bring AKAN's philosophy to life a collection where every place reveals its character, shaped by memory, emotion, and contemporary sensibility. A collection united by heritage and excellence.

THE FIRST MAISONS IN THE COLLECTION



It is in Marrakech — a city of memory, contrast, and confluence, where Amazigh, Arab-Andalusian, and Saharan cultures meet — that the first Maisons are gathered. La Villa des Orangers, a former noble esidence nestled at the gates of the medina, cultivates a discreet, cosmopolitan art of living — a confidential luxury shaped by time. Les Deux Tours, a unique estate woven from light and shade in the heart of the Palmeraie, offers a secluded retreat in a lush garden of Eden, where authenticity meets effortless elegance.

Two Maisons, two worlds, one spirit — places with soul, heritage, and presence.



LAVILLA DES ORANGERS RELAIS & CHÂTEAUX, **A LIVING TREASURE** OF THE MEDINA

Behind an unassuming façade in Under the stewardship of Souheil Marrakech's medina lies La Villa des Hmittou, master of the house, Orangers — a 1930s riad spanning and as the first Relais & Châteaux 3,500 m², lovingly restored with rare address on the African continent attention to detail. This historic house, and in the Middle East, La Villa steeped in old-world charm, offers 33 des Orangers stands as a living rooms and suites — each echoing a testament to Moroccan heritage, bygone era, elevated by traditional passed down with care and emotion. materials and exquisite craftsmanship.

Serene patios, ancient fountains, seasonally heated pools surrounded by orange trees, and a rooftop terrace with panoramic views of the Koutoubia and the Atlas Mountains create an atmosphere of quiet luxury. Whether in a cosy winter lounge or a fragrant Andalusian garden, time here feels suspended.

The spa — inspired by Roman design and infused with Moroccan aromas - and the refined cuisine of Chef Ighiri Abdelilah embody a timeless art of living, where elegant simplicity meets heartfelt hospitality.



www.villadesorangers.com | message@villadesorangers.com

LES DEUX TOURS, A GARDEN OF SILENCE IN THE PALMERAIE

Set within a three-hectare park, Les Deux Tours is a secluded haven where Andalusian-Moorish architecture blends effortlessly with lush gardens. The estate offers 44 rooms and suites, housed in private pavilions with shaded patios and tranquil pools.

The experience is multifaceted: stroll along cypress-lined paths, savour the cuisine of Chef Noureddine Moani, who highlights local ingredients and organic produce from the garden, relax in the seasonally heated pool or traditional hammam, curl up with a book beside a fireplace, or share a candlelit dinner beneath olive trees. Every corner reflects the hand of the Moroccan artisan — a legacy of meaningful gestures and quiet craftsmanship infused with refined simplicity. Guided with great care by Mohamed Hejjaj, Director of Operations, Les Deux Tours is a sanctuary of sincere and generous hospitality — a timeless retreat where authenticity and elegance meet.





« It's not about aligning properties, but about weaving a story the story of a living, diverse, and emotionally resonant Morocco. A story of hospitality passed down through generations. AKAN is a collection where every home has its own soul. My role is to guide this diversity with sharpness and fluidity, ensuring that the harmony of each place fully elevates the unique experience offered to our guests. »

> Eros Abrile, Chief Operating Officer, AKAN



THE FIRST COLLECTION OF UNMATCHED MOROCCAN ADDRESSES

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