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## COOL & SUSTAINABLE

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WHAT DOES IT MEAN TO BE A ‘COOL’ BRAND ? CONSUMER DEMAND IS MOVING AWAY FROM SUPERFICIALITY AND TOWARDS AUTHENTICITY AND THE SUSTAINABILITY VOLUME IS BEING TURNED UP – SUBLIME INTRODUCES SIX BRANDS THAT FOLLOW THE NEW CRITERIA OF BEING COOL.



### NINAKURU

A California-based eco-luxe accessories brand, Ninakuru designs and produces collections of bespoke and ready-to-wear handmade Panama hats, hand-shaped felt hats, straw handbags, and accessories.

Jennifer Moray, the founder and designer, curates her collections for select high-end boutiques and a mindful, conscious clientele who appreciate skilled craftsmanship and the luxury it represents. Ninakuru’s aim is not only to provide beautiful, handmade accessories, but to

preserve the livelihood of artisans who rely on their trade to support themselves and their families. Artisans' talents have been handed down through the generations, yet many are abandoning their beloved craft and accepting jobs in the service sector, as demand for their goods decreases in favour of factory-made products - Ninakuru partners with talented individuals, increasing demand for their goods and paying living wages.

Ninakuru’s authentic Panama hats are handwoven by master artisans, sourcing sustainable and environmentally friendly toquilla straw, which is found in the equatorial rainforests of Ecuador. The art of weaving an authentic Panama hat is an art worthy of appreciation - in 2012, the hand weaving of Panama hats was added to the UNESCO Intangible Cultural Heritage list. The hats are then styled in the Ninakuru studio in Ojai, California, adorned with vintage grosgrain ribbons, turquoise, and other high quality finishes.

As opposed to using beaver pelts or rabbit fur, all Ninakuru felt hats are made from cruelty-free wool, ethically sourced and humanely harvested, adorned with custom and unique finishes and designs. Ninakuru agave bags, too, are handmade from locally sourced cabuya straw, dyed naturally with organic rainforest botanicals such as berries, seeds, and tree bark.

Translated from Quechua, the language of the Incan people, Ninakuru means ‘firefly’, a wonderfully fitting name for the company, representing that true beauty radiates from within, and each of us has an inner glow worthy of being noticed.

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