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WHAT YOU DIDN'T KNOW ABOUT ECO-LUXURY FASHION

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The fashion industry is one of the most polluting industries in the world. Read this post to learn what you didn't know about eco-luxury fashion.

BUT FIRST, WHAT IS ECO-LUXURY FASHION?

This term in a fashion context is used to describe something that is "ecological" or "sustainable" at a high price point due to quality, ethical value chain, and brand proposition.

We have luxury brands all around us, Gucci, Salvatore Ferragamo, Chanel, etc. And what do these brands have in common, besides their elevated price points? The perception of quality, design, and aspiration.

I used to be that person that had on her bucket list to someday own a highly-priced bag because the fashion industry had somewhat inserted that thought in my head. I was told that value and quality meant to spend a high amount of money on a brand.

I used to have the perception that everyone had to see what brand I was wearing. But I was so wrong, perception is such a misconceived concept that can impulse us to do things for no meaningful reason.

DO YOU DARE TO TRY ECO-LUXURY FASHION?

Ask yourself this question, and honestly make that thought in your head. The big brands that have been in this industry for a while don't need any more marketing because people already perceive them as good brands, but most brands are not as good as they seem.

Most brands don't care about their people or the planet. Most brands have a profit mindset and suck all of the pennies they can from a sale to divide their profits with the high management level of their companies, and who is paying the price for this? Unfortunately, the people at the bottom of the chain.

ECO-LUXURY IS FAIR AND ETHICAL

I came across a sustainable brand called [Ninakuru](#), and wanted to share their story with you.

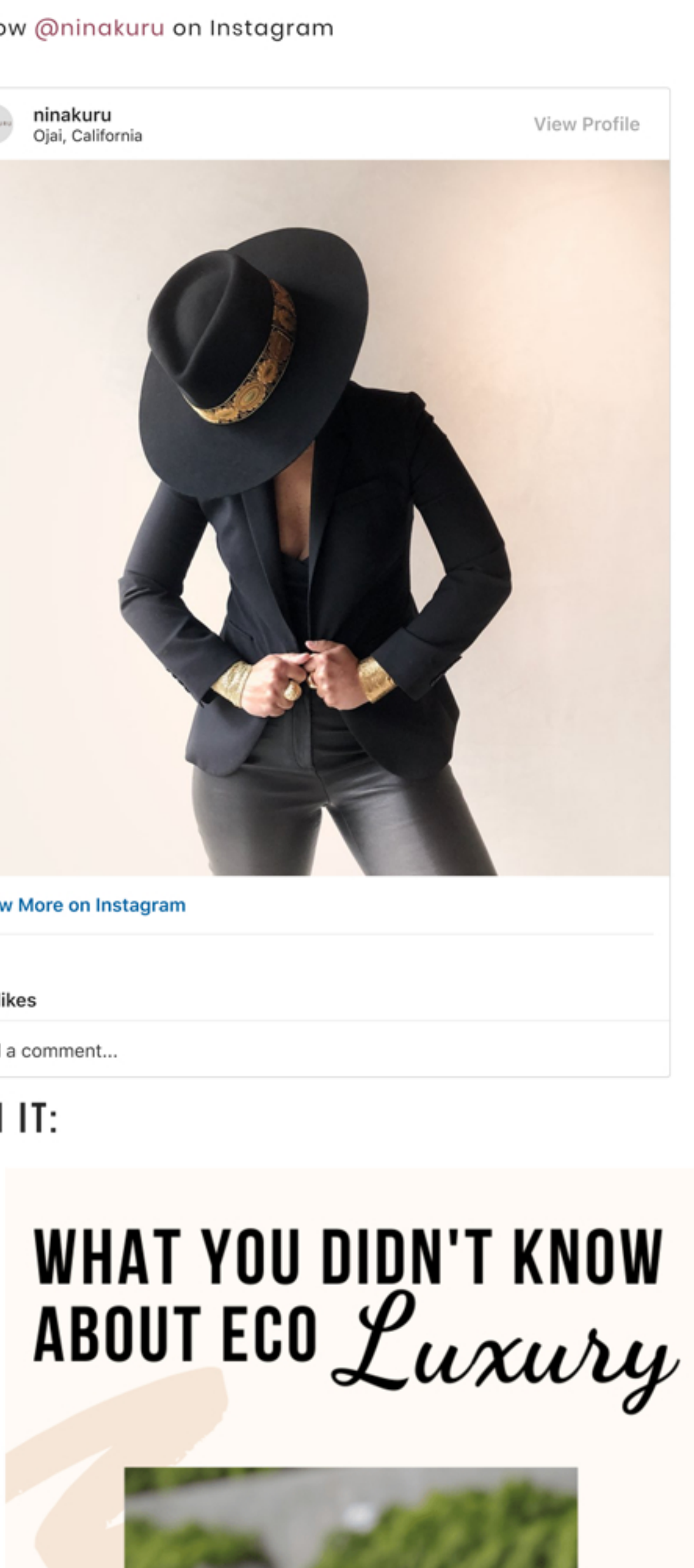


Ninakuru

This brand makes handmade collections of authentic Ecuadorian Panama hats, wool hats, leather and straw bags, and other accessories.

"Each purchase of a Ninakuru handmade product helps us actively engage in supporting artisans obtain fair prices for their goods and helps promote their sustainability, while helping us raise awareness for the need of higher ethical and environmental standards in international trade."

Jennifer, Founder of Ninakuru



ECO-LUXURY FASHION BRANDS LOOK FOR THE MOST TALENTED ARTISANS TO PRODUCE A HIGH-QUALITY PRODUCT

Brands like [Ninakuru](#) unlike regular luxury brands care for their people and for the planet. They take their time to make meaningful connections with the best people possible at the bottom of their value chain.



Their products have top-quality finishes sourced globally, and their high price point enables them to provide a unique artisan-made product for their clients which are just as important as their producers.

But most importantly, their high price point enables them to give a fair salary to their artisans so that they can sustain their families.

THE PRICE IS PRICELESS

I think that when you learn that a brand has strong core values that have their people at the center of everything, the investment you make on that brand is priceless.

I can honestly say I will have this brand on my wishlist as an aspiring label I want in my wardrobe, not because of the luxury aspiration of it, but because I know that every penny counts.

FALL IN LOVE WITH ARTISAN LUXURY

Check out all the styles Ninakuru has available online and in their selected boutiques in the USA and South America. The next time you think about investing in a luxury brand, switch to eco-luxury, it'll change someone's life forever.

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Collect moments, not things!

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