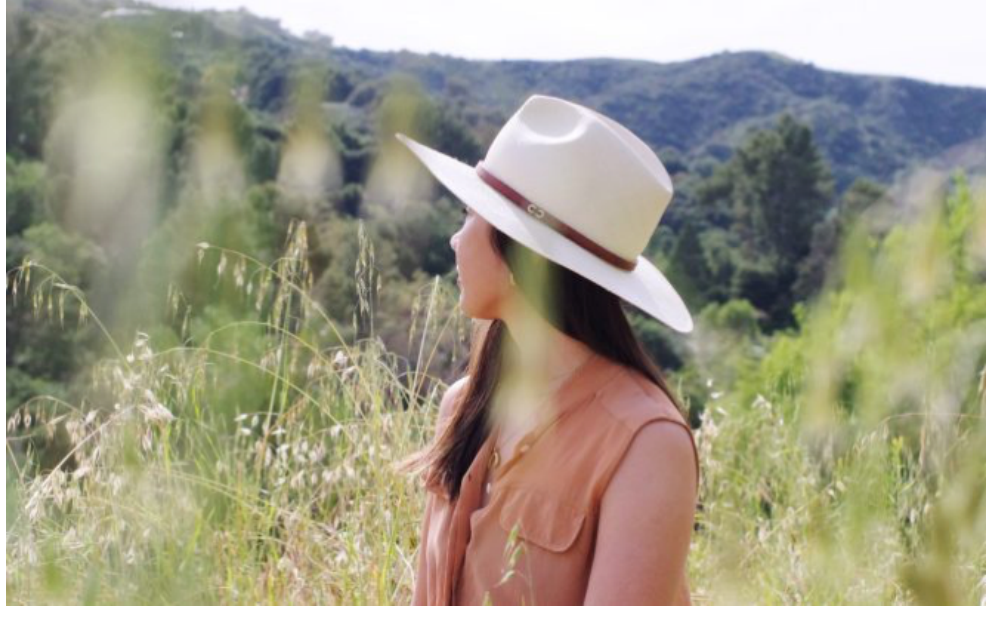


Fashion

Ethically & Sustainably Made Hats By NINAKURU

April 28, 2020 1 Comment



Today, I want to highlight **NINAKURU**, a luxury brand creating fashion the right way. NINAKURU designs and sells bespoke and ready-to-wear Ecuadorian Panama hats, ethically sourced wool hats, sustainably sourced straw bags, and other accessories. Aside from the fact that hats are fun, writing this felt appropriate given that we just completed the seventh Fashion Revolution week. During the week, we commemorate the 1,134 garment workers who died in the 2013 Rana Plaza factory collapse by raising awareness about ethical fashion, telling brands we care about the people who make our clothes, and encouraging shopping with intention.



Who is NINAKURU

NINAKURU was founded in 2014 by Jennifer Moray and is based in Ojai, California. Ninakuru means 'firefly' in Quechua, the language of the Incan empire, and millions of people today in parts of Peru, Ecuador, and Bolivia. NINAKURU seeks to preserve the weaving craft and livelihood of artisans in developing countries. They work with several women's fair trade cooperatives in Ecuador that ensures their weavers receive health benefits and educational assistance for their children and communities.

Every NINAKURU accessory is made from ethically sourced and sustainably harvested materials. Each piece is assembled by artisans and then finished by Jennifer in their Ojai workshop. By adding different finishes and finesse to each item, NINAKURU can realize better prices from international markets, which ensures that it can pay their artisans living wages.



The Alexandria Hat

I love hats. They hide bad hair days, serve as sun protection, keep you warmer in the cold and cooler in the heat (you only lose 5-10 percent of your body heat from your head but a hat also protects your ears from frostbite). Hats improve any outfit and create a bit of flair. Each NINAKURU Panama hat is meticulously woven by hand and each hat requires five to seven days to weave. A signature Panama hat feature is to weave the edge of the hat brim back into the hat, an important and signature feature of an authentic Panama hat.

I'm wearing the **Alexandria Panama Hat**. I've never had a Panama hat and frankly never thought that I would but I'm a convert. The quality is obvious and I'm sure I'll be wearing this hat when I'm grey and old.

Make sure to use the **measuring guide** NINAKURU provides to measure your head properly. It took me two attempts to get the sizing right because I didn't do it correctly. I have a small head and so hats I've worn in the past, usually rest on top of my ears. However, as NINAKURU custom fits hats for all its customers, my Panama hat fits me perfectly.



NINAKURU People Over Profit Sale

NINAKURU is currently having a "People over Profit" sale. They're offering 50% off all hats and straw bags and free shipping in the US. NINAKURU will be reinvesting 100% of the revenue from the sale to make sure their artisans can continue working and ensure their ancestral traditions are preserved.

Click [here](#) to check out NINAKURU's current 2020 collection.



I'd like to say thank you to NINAKURU for sponsoring this post and as always, all opinions are my own.

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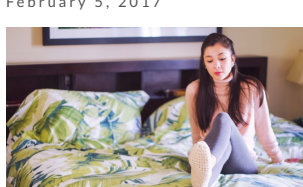
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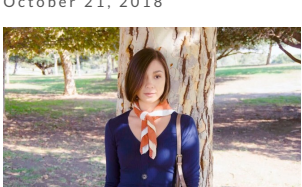
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Jemima says:
APRIL 29, 2020 AT 6:44 AM

Wonderful as always. Thank you for sharing all this goodness.

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