

Hello April!!! More Than Ever, It Is Time To Buy Sustainable Fashion Brands

This Spring, making purchases directly from sustainable designers is more important than it has ever been. By purchasing designs on this Wishlist, you can be sure 100% of your spending goes towards a small and independent sustainable business. It is time to wear with pride, to wear what we are. Let's direct our conscious spending towards apparel that makes us feel good. Welcome to our April Wishlist Guide, with our favorite sustainable garments for Spring Summer 2020.

Handmade Panama hats by Ninakuru



Why To Buy: 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.

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. 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, adorned with vintage grosgrain ribbons, turquoise, and other high quality finishes.

What we love: All Ninakuru Panama hats are handmade by master artisans from sustainably sourced toquilla (palm) straw, and adorned with custom and unique finishes and designs.

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 favor of factory-made products - Ninakuru partners with talented individuals, increasing demand for their goods and paying living wages.

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.

Price: \$320.00 USD / €300 | **Shop it now:** NINAKURU

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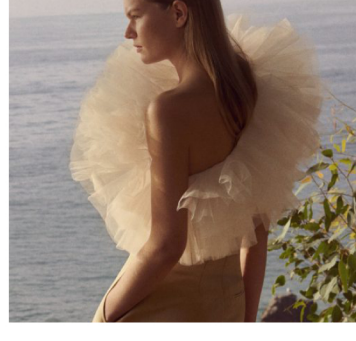
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