

PANAMA HATS EMBRACING SUSTAINABILITY - NINAKURU

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An Ojai, California-based eco-luxe accessories brand, NINAKURU designs and produces **ethically made** collections of bespoke and ready-to-wear **handmade Panama hats**, **hand-shaped felt hats**, straw handbags, leather totes and accessories.

Jennifer Moray, the founder and designer, curates her collections for 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 promote ethically made products while **preserving the livelihood of artisans** who rely on their trade to support themselves and their families.

"I feel strongly," Jennifer shared, "That success can only be realized by valuing the potential, creativity and skills of the people who surround me, and the masterful artisans who invest their time and talent in my imagination."

"We recognize and honor our shared talents - we collaborate and create holistically beautiful handcrafted one-of-kind pieces, and most importantly, we derive strength, motivation and purpose not only for one another but through one another."



Supporting Centuries-Old Craftsmanship

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. 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.



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 and finished in the NINAKURU studio in Ojai, California, adorned with **vintage grosgrain ribbons**, **recycled silk**, **turquoise**, **hemp**, and other high quality finishes.

Natural, Cruelty-free Materials

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 hand selected rainforest botanicals such as berries, seeds, and tree bark; all of which is **organic**, **sustainably harvested**, and **renewable**.



"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."

Empowering women in business around the globe

In addition to supporting ethical business models, fair trade and and environmentally friendly business practices, NINAKURU is a member of the **Female Founders Collective**, an organization built to enable and empower female owned and led businesses to positively impact communities, both socially and economically. "By investing in the intellectual capital and supporting the opportunities for woman-owned businesses," Jennifer added, "We can make a tangible and significant positive impact for our communities, both locally and globally."



What's in a name?

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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Morgane Beernaert

Passionate about conscious living, ethical fashion and social justice, Morgane also co-founded [The Good Apparel](#), a marketplace gathering gorgeous ethical brands based in Europe. Last but not least—she also runs [Zero Waste Nest](#), a platform that attempts to demystify low waste living.

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