

LIVE



Pure Intentions

What better way to feel good from head to toe than by wearing an ethically made and sustainable wardrobe? Designer Jennifer Moray founded **NINAKURU**—a luxury millinery and accessories collection sustainably sourced in South America—specifically to collaborate with marginalized artisans and to prioritize ethical business practices over the bottom line. We caught up with the entrepreneur in her Ojai studio, and she shared how you can walk the fair-trade talk and wear an heirloom Andean hat while you are at it...

WHERE DOES THE BRAND NAME NINAKURU COME FROM?

Translated from Quechua, the language of the Incan people, the word means “firefly,” a wonderfully fitting designation for the company, suggesting that true beauty radiates from within and that each of us has an inner glow worthy of being noticed.

TELL US ABOUT YOUR SIGNATURE DESIGNS FOR THIS YEAR.

We’ve created two lines this year to help our clients choose, based on their individual needs.

The capsule collection features clean designs that are trend resistant, with neutral colors, hand-stitched leather, and vintage grosgrain ribbons. Our signature collection includes more stylized designs, which are layered with recycled silk, French brocades, linens, and hand-dyed cotton fabrics and accented with hand-embroidered details and stitching.

WHY IS IT SO IMPORTANT TO YOU AS A BUSINESS OWNER TO FOCUS ON FAIR TRADE? Our goal is not only to provide beautiful, handmade accessories but also to preserve the livelihood of female artisans who rely on their wares to support themselves and their families. Every purchase helps support these gifted craftswomen, preserving their rich cultural heritage and the social fabric of their fragile communities. *From \$196, NINAKURU.COM. G.T.*



LEFT TO RIGHT: In addition to the milliner's collections, Ninakuru offers clients a bespoke experience where they can collaborate on designs and finishes; founder and designer Jennifer Moray wears one of Ninakuru's authentic Panama hats, which are crafted from sustainable toquilla straw—sourced from the equatorial rainforests of Ecuador—and meticulously handwoven, requiring as much as a week to make a single hat.



Yajian's Contessa blazer in winter white, \$695, K. Frank Montecito.

Test of Time

The blazer is back, and local designer Gabrielle Iagjian Semerjian has created this closet staple as an homage to her grandmother's career in the fashion biz. European fabrics and details—including gold-tone buttons—mixed with traditional tailoring make these a fall must-have. **SHOPYAJIAN.COM.**



Simple and chic, timeless yet sustainably responsible, we want one of these personalized market bags, \$22, for every day of the week. *emilydafoe.com.*