

ABOUT THE COMPANY

The Company- "Moreganica"

The Founder ♦
MOEIZ



An amalgamation of two words – MORE & ORGANIC!
Organic - being the purpose and nature of the company
More - reflecting the identity and goal i.e. to be better/as the namesake, to be MORE! A wonderful journey of creative liberty whilst respecting the boundaries set by nature.

An arts graduate, passionate about thinking out of the box. Traveling to London and Milan to acquire a post-graduation in fashion design. Setting that acquired knowledge from the 90-year-old Italian fashion institute - Istituto Marangoni (Milano campus - Italy) in stone, under the banner and likes of Designer Archana Kochhar, Director Nikhil Advani, and Brands such as Adolfo (Spain).



The Approach

"OUT OF THE BOX;
EVERY TIME!"



When thinking outside the box is a habit, rather than a goal or an attempt! This habitual approach leads to creation that is - Rare, Extraordinary, Uncommon & Exceptional.

The Execution

MINDFUL & ELEGANT

A brand that strives to create and keeps experimenting, at creating fashion and accessories that are -Thoughtful, Handmade by artisans and most of all, have the quintessential Indian touch whilst upholding and maintaining the international appeal.



The Time

ALMOST 3 MONTHS OF HARD LABOUR

A vegetable dying and wooden hand block printing process that takes close to 90 days.

A 6 by 6-inch block, hand carved is used to repeat an elegant design that keeps connecting flawlessly on cotton from southern India.



The Colour

SOMETHING TO FALL IN LOVE - NATURALLY!

Organic dyes sourced from ingredients such as Haldi, Indigo plant, and Madder roots to achieve the Yellows, the Blues and the Reds to name a few.

The Small details : MINDFULNESS!



A sling bag to store your shoes while you travel or safe keeping at Home!



The Result

◆ A LABOUR OF LOVE

An ongoing attempt to stretch our boundaries. A love for the age-old arts that are the pride of India and the zest to be one with the craftsmen who have honed their skills to perfection. An attitude that has been handed down to them by their forefathers and emulated by MOREGANICA