

**THE GREEK
FOUNDATION**

VOL

03

HONEST

FORCE

Delving into the world of contemporary brands focused on responsible sourcing and production, we meet with creative minds who think of design as much more than just a fleeting trend. Seeking craft stories in fabric, these forward-thinking initiatives reject the notion of designing solely for the present moment.





MAKERS HOME

Mouki Mou celebrates ethical craftsmanship in a sanctuary-like space in Plaka.

Located in Athens's oldest quarter Plaka, Mouki Mou brings home Maria Lemos' aesthetics in an energetic mix of old and new. Following its opening on London's Chiltern Street back in 2013, Mouki Mou intends to be much more than a usual concept store. It's a spot to find an evolving collection of under-the-radar brands sourced from around the world, the store features understated, exquisitely made clothes, jewelry, and objects designed to improve with age and last forever. The shop is housed in a 1970s building, with a discreet entrance hidden on a peaceful lane, while the main showroom overlooks the lively souvenir shops of Adrianou, the busiest street in Plaka. Designed by Leda Athanasopoulou, the space features a minimalist aesthetic with a terrazzo floor, aluminum structures and subtle limewash-painted walls.

Mouki Mou's curated selection reflects a commitment to integrity, wearability, and timeless quality. Exclusive items include hand-knit cashmere, Peruvian alpaca sweaters and Italian cotton dresses. The jewelry collection features hand-made pieces by various artists. The store embraces aesthetic diversity with glass sculptures, floral designs, Danish ceramics and Greek-inspired accessories. Seasonal fragrances add a sensory dimension, creating an immersive experience. The enclosed patio is right next to one of the oldest surviving Ottoman buildings in Athens, the Benizelos Mansion. Above, the cement roof has been revamped into a green rooftop terrace, courtesy of landscape architect Helli Pangelou.





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