



Urucum

HANDCRAFTED BRAZILIAN RELICS



Our manifest

We believe fashion is a tool for transformation. Getting dressed is a political act – from philosophy to expression.

We resist the traditional system through ethical, manual and authorial practices that open space for creativity.

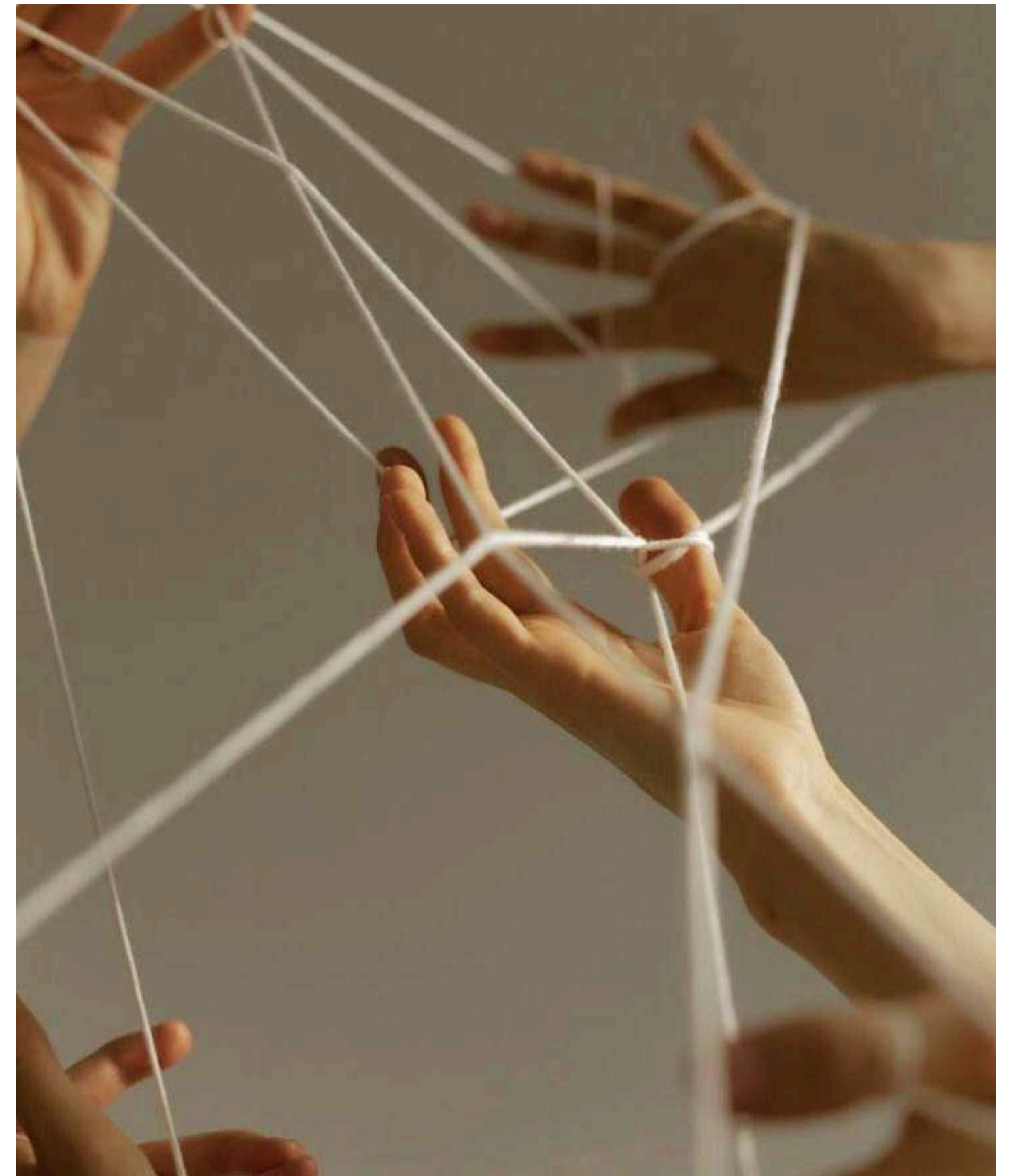
One stitch at a time, we're shaping a slower way of dressing.

— Urucum

History

Urucum was born from the hands and hearts of two sisters – nomadic, vegetarian, and creatively restless – who chose to walk a different path from our original careers.

Movement is what fuels our creative process: the cultures we meet, the people we cross, the stories we collect. Each new piece carries the imprints of that journey.





HANDCRAFTED IN BRAZIL

What moves us?



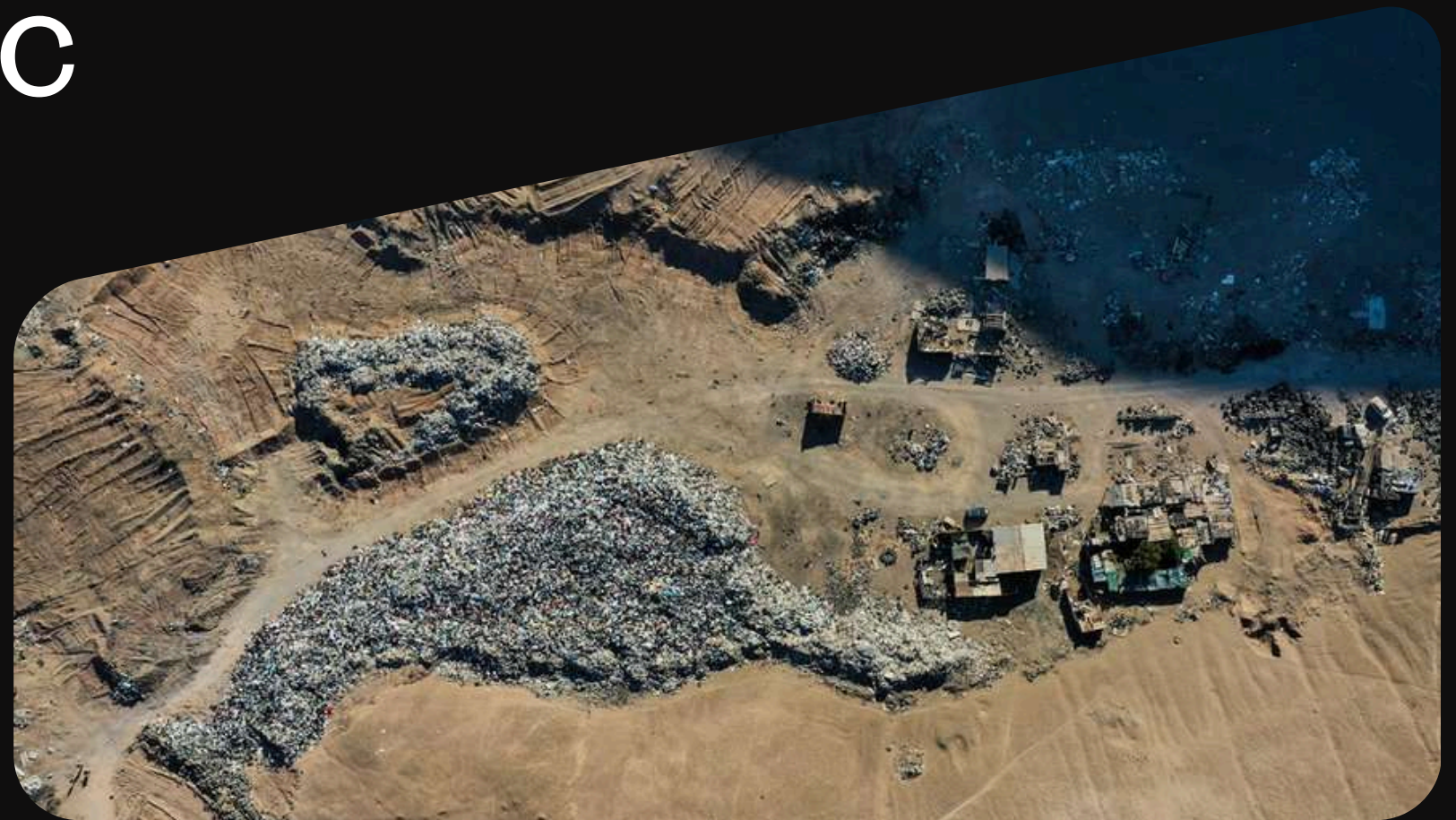
The world is shifting —
and fashion must shift
with it.

At Urucum, we create
in response to excess,
urgency, and
disconnection.

We're part of a
movement that believes
slowness is power, and
care is revolution.

'The world's rubbish': the gigantic cemetery of used clothes in the Atacama desert

BBC News



The hidden cost of *Fast Fashion*

92mi tons

of textile waste are discarded annually

2,700 liters

of water are used to produce a single T-shirt

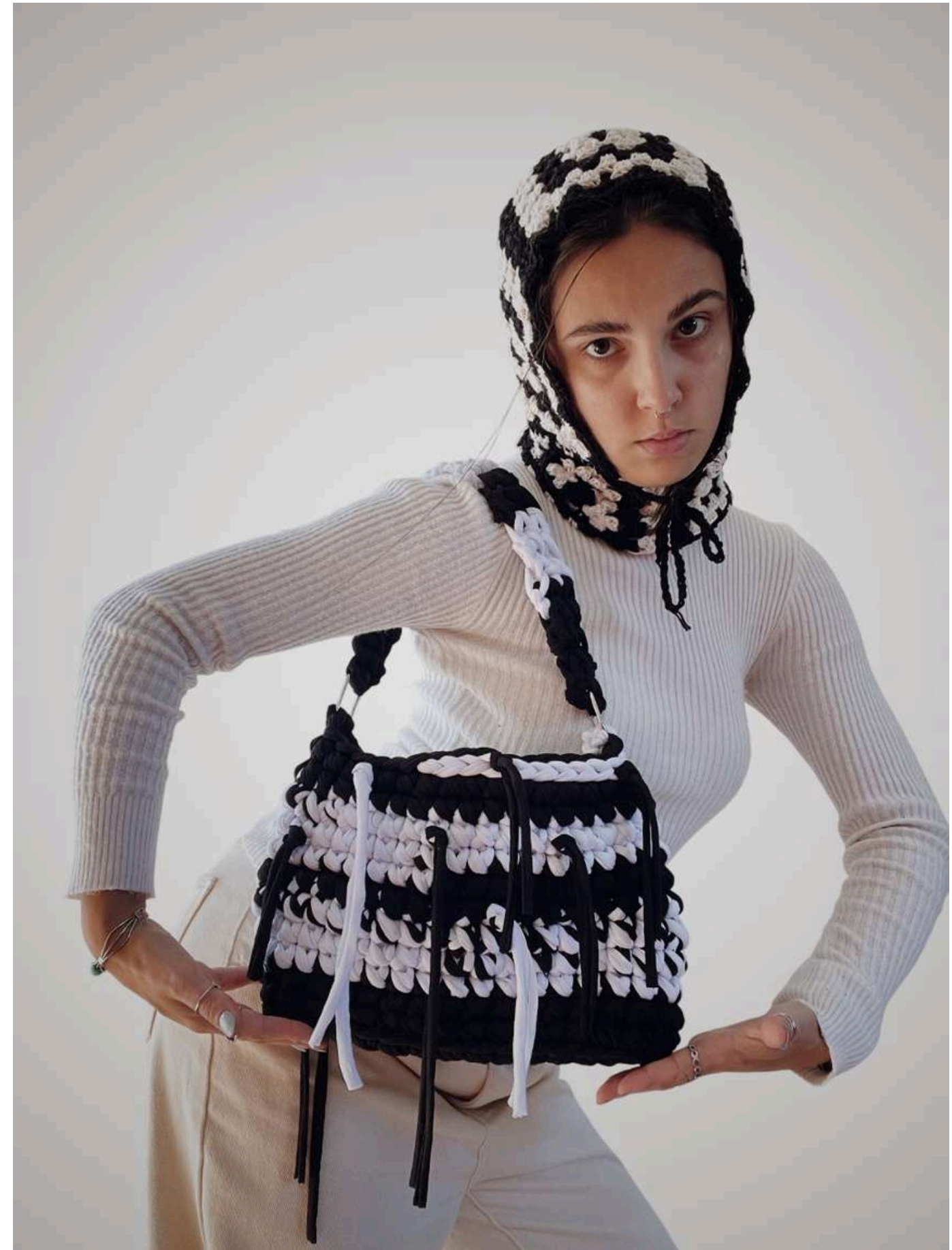
1 truck/sec

of clothes are dumped or burned worldwide



The world is asking
for a new way of
dressing.

One that invites us to look at clothes
differently — not as trends, but as
long-term choices.

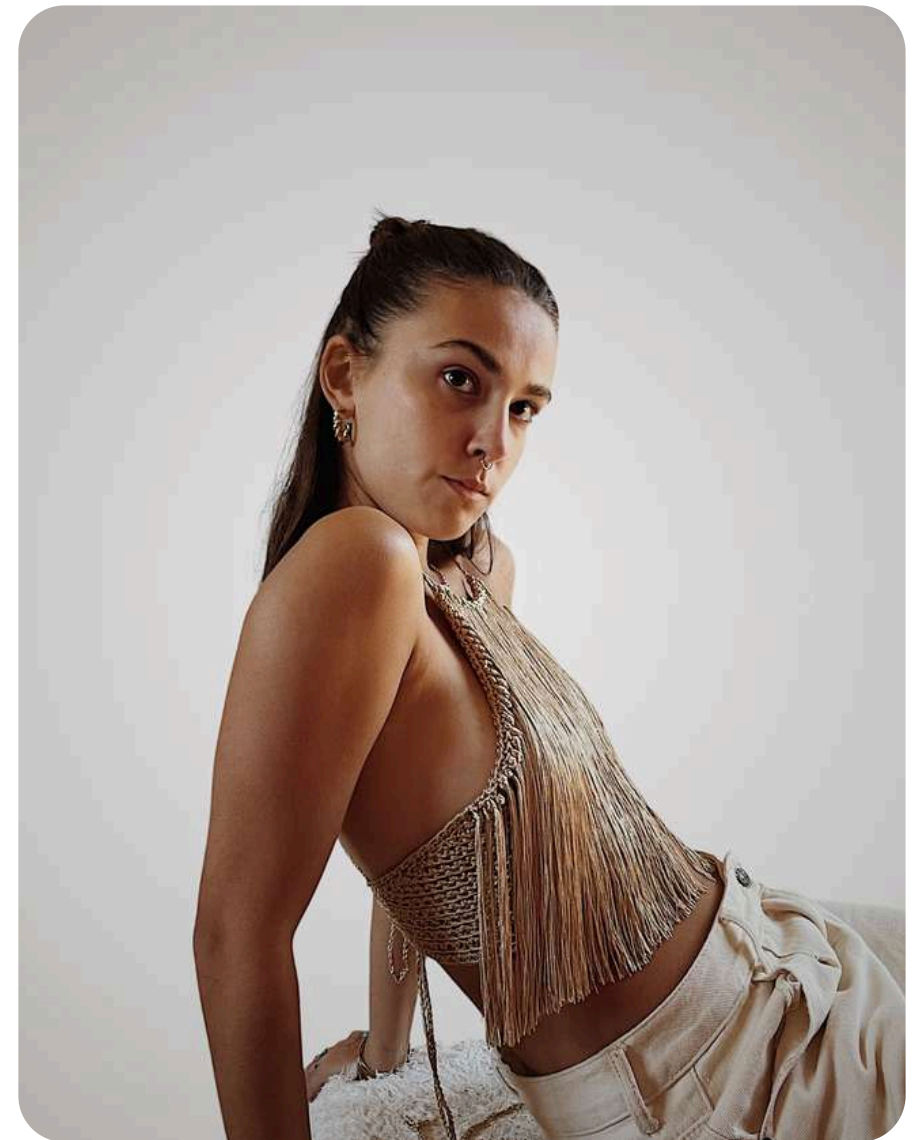
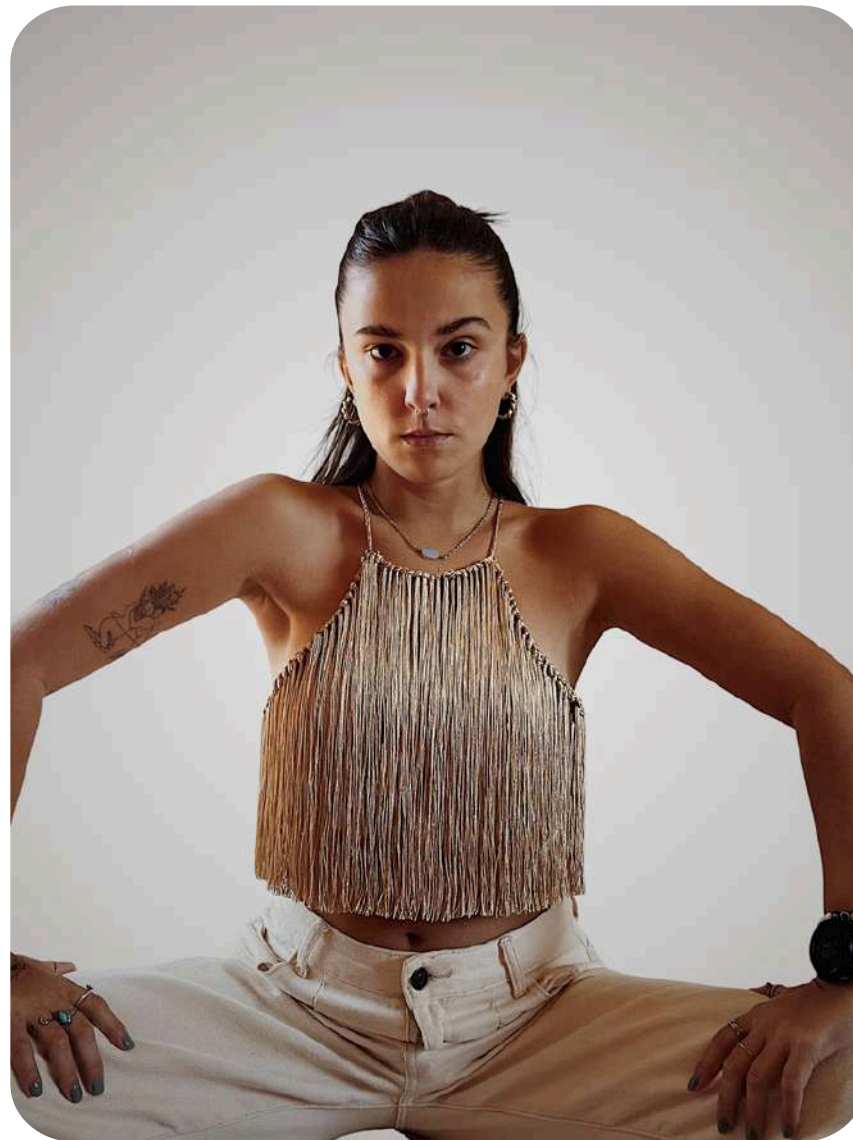
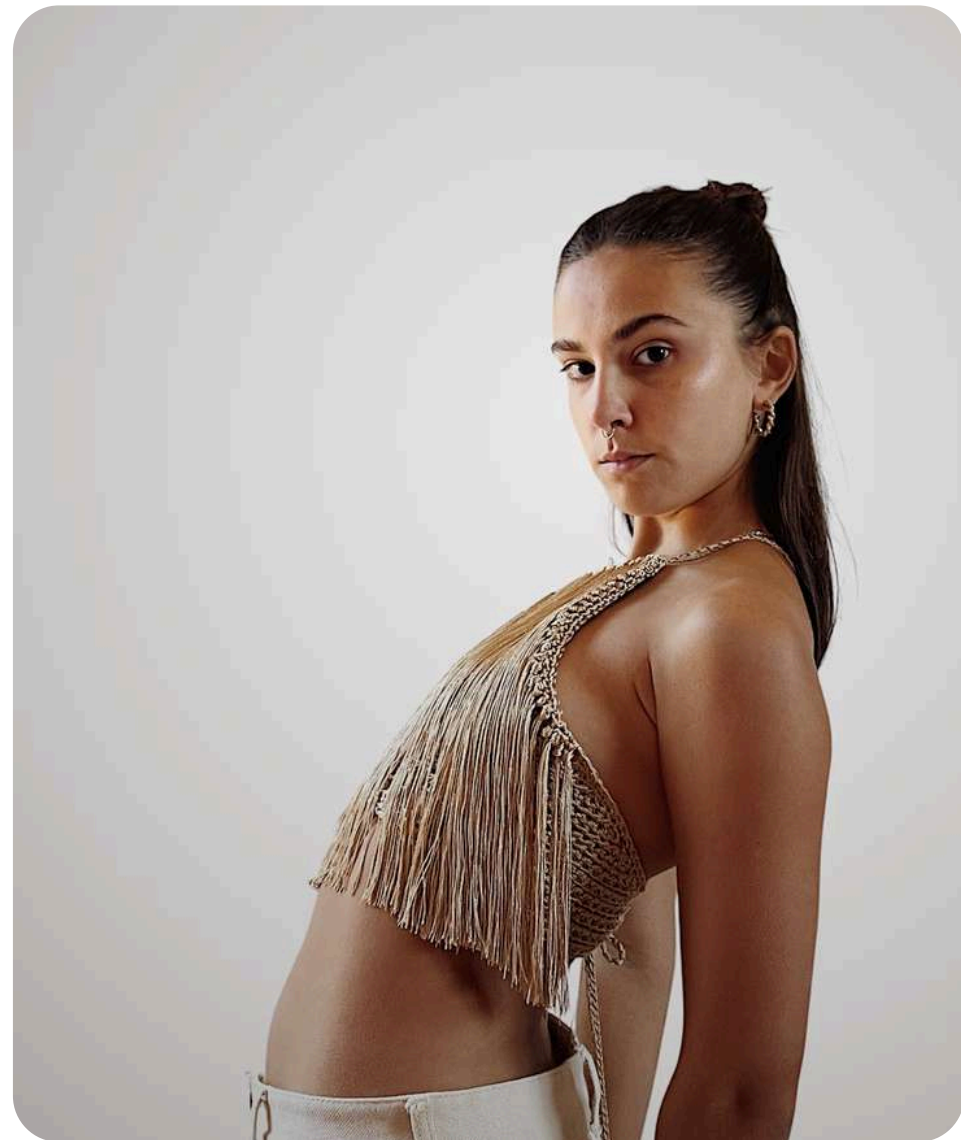


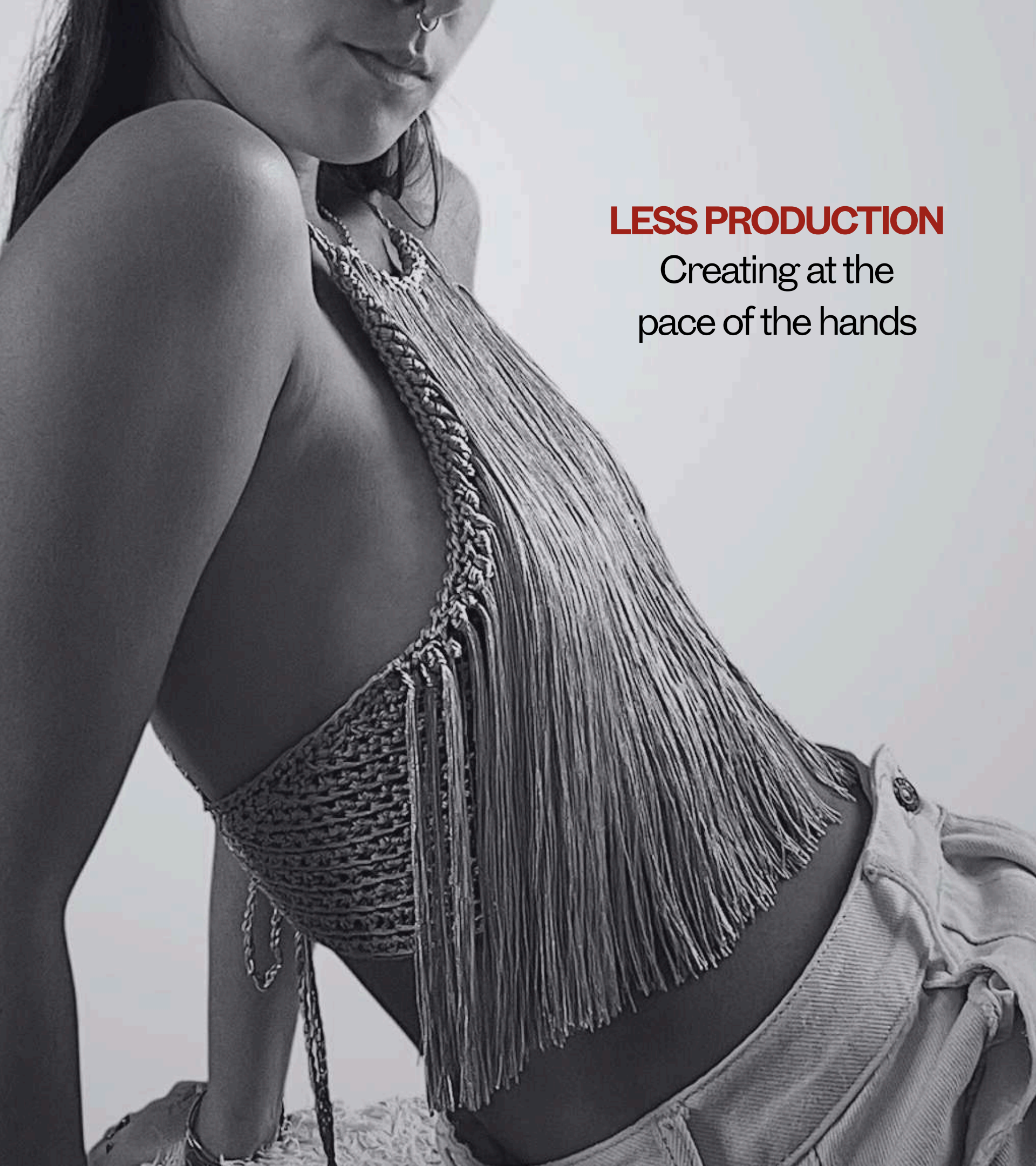


"Timeless pieces with storytelling and sustainable value are on the rise, especially among Gen Z and Millennial consumers."

Business of Fashion (2024)

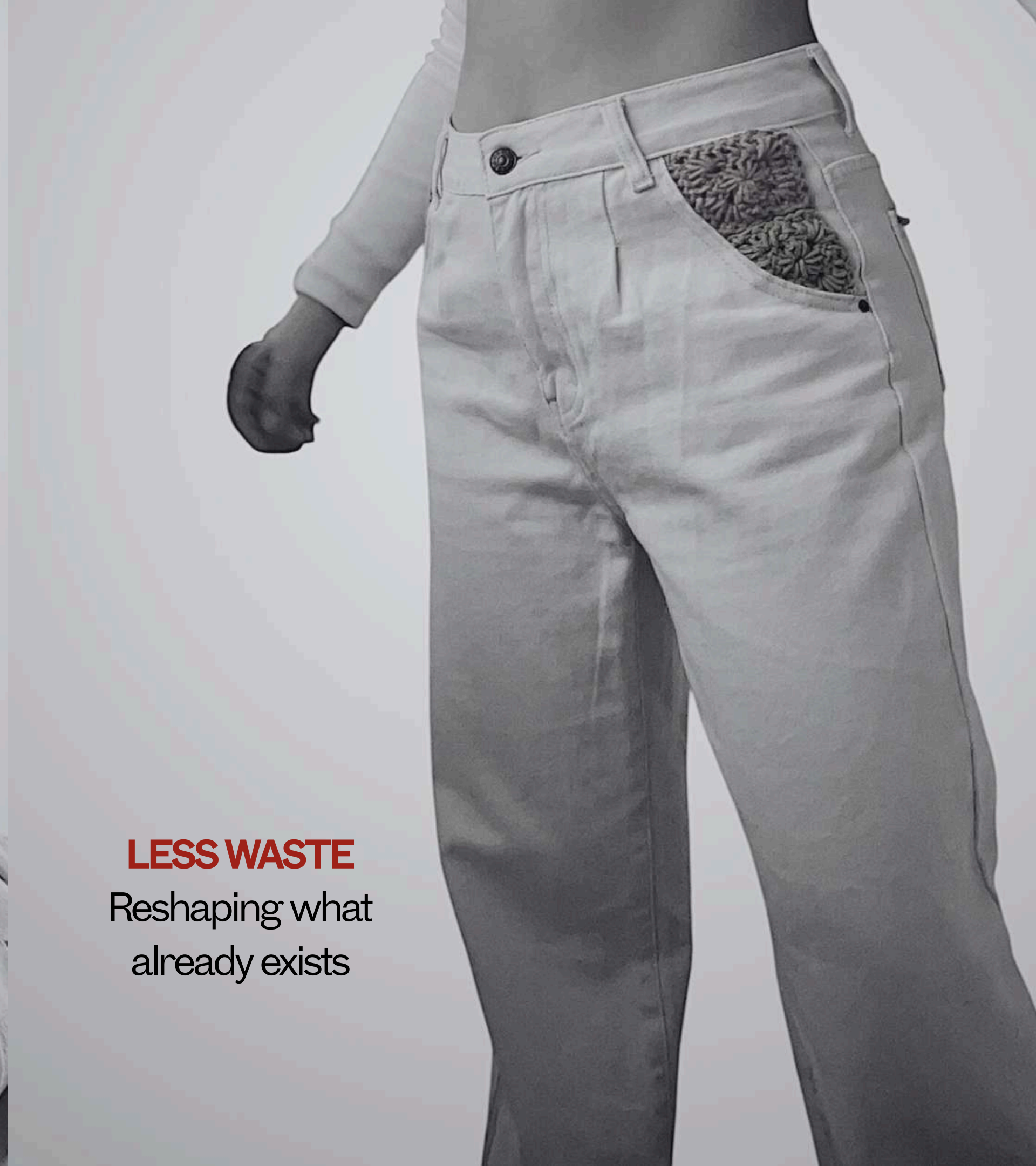
Urucum is part of a movement that believes clothes that last are power and meaningful wear is revolution.





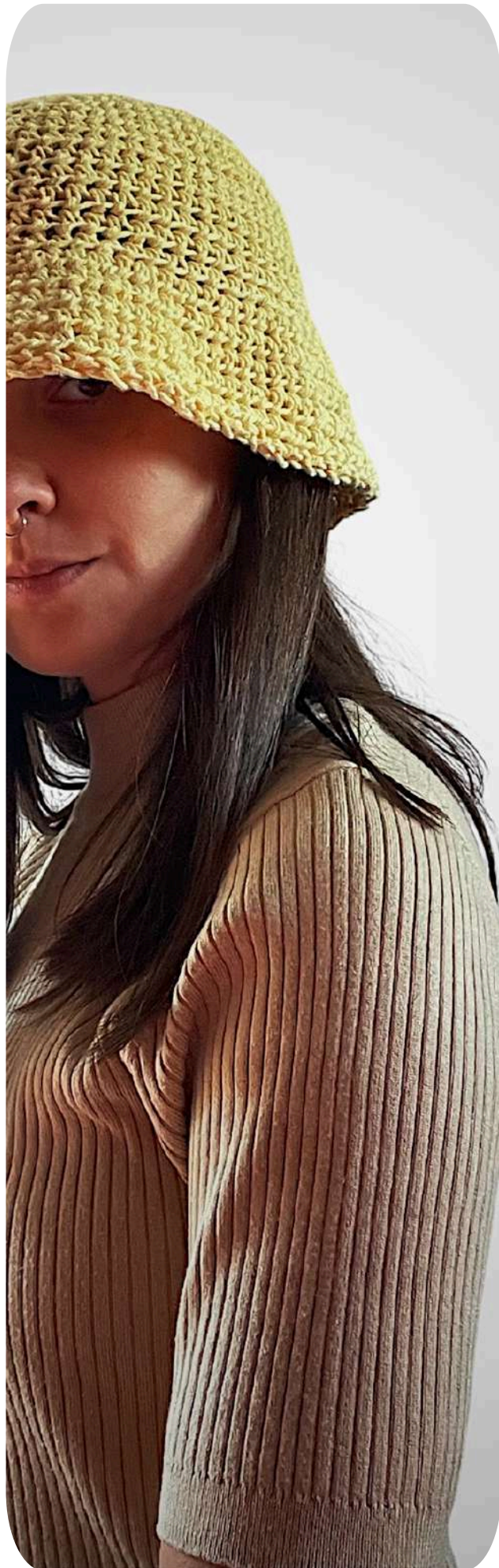
LESS PRODUCTION

Creating at the
pace of the hands



LESS WASTE

Reshaping what
already exists



Our values

BORN FROM MOVEMENT

Our pieces carry fragments of the world, transforming experiences and cultures into form.

TIME AS REVOLUTION

We create at the rhythm of the hands, embracing slowness as a path to consciousness.

ART AS IDENTITY

Each piece is a statement, envisioned from scratch through our own creative process.

ETHICALLY PRODUCED

We choose low-waste, animal-free and ethical paths from first thread to final stitch.



We do not only believe
in a different world.

We are
creating it.



Join Us


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A woman with dark hair is shown from the chest down, wearing a grey ribbed long-sleeved sweater. She is holding a black and white crocheted bag with a wide strap. The bag features a pattern of white scalloped or shell-like stitches on a black background. The text "Thank You" is written in a red cursive font across the upper left portion of the image.

Thank You

Urucum