

Apurva Kothari's 'Greca' by No Nasties: Ancient Geometry Meets Modern Sustainability

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In a world where fashion often chases trends, Apurva Kothari's **No Nasties** remains refreshingly grounded — both in philosophy and in design. The Goa-based sustainable label has long stood for conscious fashion with a conscience, blending simplicity with depth and purpose. Its latest collection, *Greca*, continues that journey — this time, through the lens of **Aztec-inspired geometry**, reinterpreted with a modern, mindful twist.

The Geometry of Conscious Design

Founder-designer **Apurva Kothari** explains, “Geometry tells stories. The Aztec motifs carry strength, rhythm, and balance — values that resonate deeply with how we design at No Nasties.”

The new line transforms ancient patterns into striking, minimalist forms, proving that sustainability doesn't need to compromise on visual power. **Greca** draws from the bold symmetry of Aztec art — but instead of rigid replicas, it offers organic reinterpretations through carefully structured shapes and intuitive, breathable fabrics.

Sustainable at Every Stitch

Crafted from **organic cotton, muslin, twill, and zero-waste knits**, *Greca* stands as a quiet manifesto for circular design. The textures move between **light, breathable comfort and tactile, sculptural weight**, allowing effortless layering across seasons.

The silhouettes are versatile — **sculpted jackets, relaxed co-ord sets, and easy separates** — blending everyday wearability with a designer's finesse. The palette reflects earthy restraint: **warm ochres, deep indigos, and soft neutral sands**, reminiscent of clay, sky, and stone.

“We wanted to celebrate pattern and purpose in the same breath,” says Apurva. “*Greca* is about taking something historic and giving it a contemporary, sustainable life. It's style with roots, not trends.”

A New Minimalism

There's a certain restraint in *Greca* — not the absence of design, but the presence of thought. The pieces move effortlessly from home to work, from travel to art gatherings — versatile in function, timeless in emotion.

By merging **ancient geometry with mindful modernity**, *Greca* doesn't just celebrate aesthetics — it redefines how sustainability can look: bold, structured, and deeply human.

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