

MORPHO



Sustainability and
Production Process

2026

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Wood

Wood is central to this approach. Ethnicraft carefully selects high-quality timber sourced from responsibly managed forests, recognizing wood as one of nature's most renewable and noble materials.

Philosophy

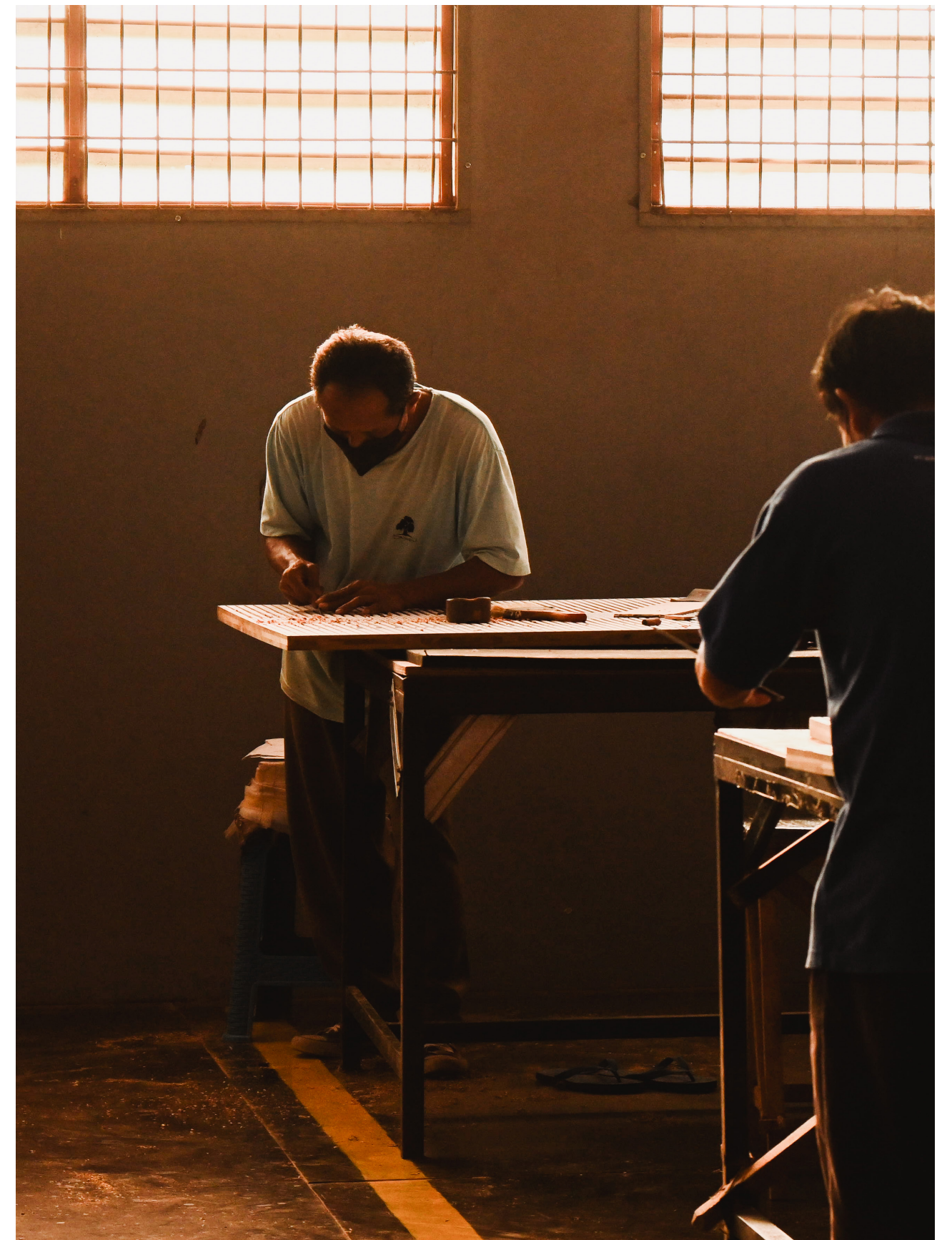
For the furniture collection, Morpho partners with Ethnicraft, a Belgian furniture company renowned for over 30 years of expertise in crafting timeless furniture from solid wood and natural materials.

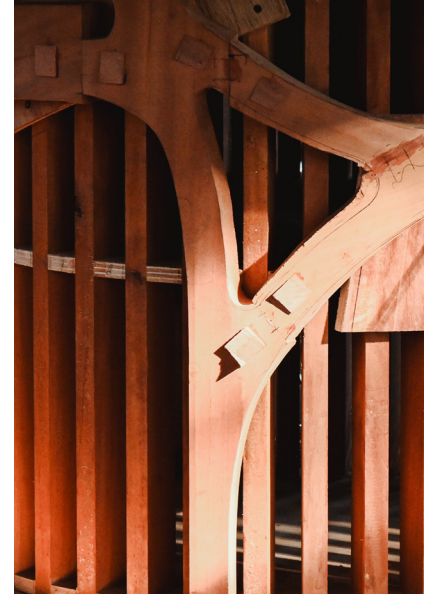
United by a shared appreciation for enduring design and authentic craftsmanship, the collaboration translates the brand nature-inspired design language into furniture that is both sculptural and functional.

At the heart of Ethnicraft's philosophy lies the belief that sustainability begins with longevity. Rather than creating furniture that follows short-lived trends, the company focuses on timeless designs and durable materials that can be enjoyed for generations.

This commitment aligns perfectly with the Morpho vision: creating meaningful objects that become lasting companions in everyday life.

Through certified and traceable sourcing practices, the company ensures that sustainability is considered from the very beginning of each product's journey.





Production Process

The production process combines contemporary manufacturing techniques with exceptional craftsmanship.

Every piece is meticulously developed, refined, and assembled with a strong focus on quality, structural integrity, and the natural beauty of the material.

Rather than concealing the character of the wood, Ethnicraft celebrates its unique grain patterns, textures, and subtle imperfections, allowing each piece to develop even greater depth and character over time.

Key Pillar

A key pillar of Ethnicraft's sustainability strategy is circularity. The company maintains oversight of the entire product lifecycle, from design and production to refurbishment, recycling, and product renewal.

By designing furniture that can be maintained, repaired, and refreshed, Ethnicraft actively extends product lifespans and helps reduce unnecessary waste.

This long-term perspective reinforces the idea that true sustainability is achieved not only through responsible sourcing, but also through creating products that remain relevant and valuable for decades.

Sustainable Industry

Environmental responsibility also extends beyond materials.

Ethnicraft continuously invests in improving production processes, reducing waste streams, and increasing resource efficiency across its operations.

By prioritizing durable construction and circular design principles, the company contributes to a more sustainable furniture industry while preserving the highest standards of quality and craftsmanship.



Contact

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