

The Thinking Watermill Society | October 2023

# Interview with Francesco Arabia

(Founder of MORFEO)



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# Introduction

“Morpheus” means to form or shape. In turn, **Francesco Arabia** founded his brand, MORFEO, which crafts handmade jewellery from silver and natural stone.

In this interview with The Thinking Watermill Society, we learn more about Francesco's commitment to traditional craftsmanship in balance with modern sustainability practices.



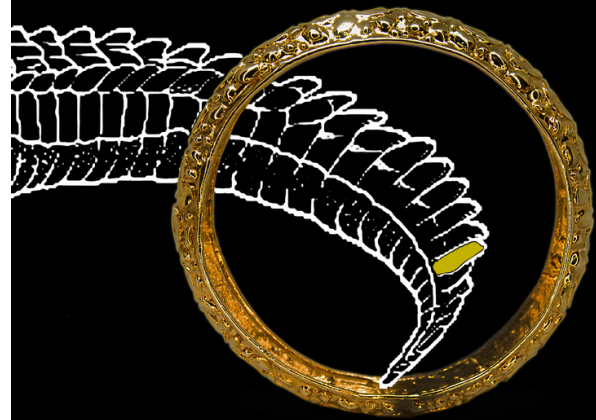
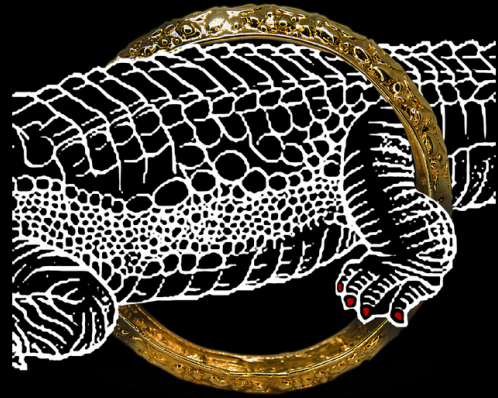
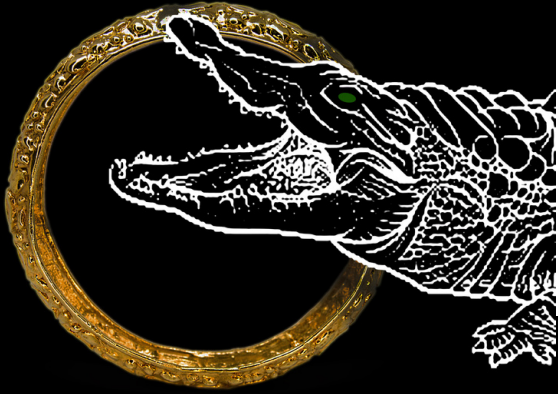
1. Can you tell us the story behind the creation of Morfeo? What inspired you to start this Italian jewellery brand?

Morfeo is born from a passion for all that is nature and elegance.

At the foundation, there is a strong push towards the fascinating world of craftsmanship, which translates into care and attention to product details and customers.

What we really care about is the creation of unique jewels that can arouse emotions and embody memories.





2. Morfeo's jewellery seems to have a unique and artistic touch. How do you incorporate Italian art and culture into your designs?

Nothing is left to chance. Every product has its own history, to satisfy every style, every personality and every mood.

For beauty is synonymous with Italianness. And it is art that is the beating heart of all my creations.



3. Morfeo's website mentions a commitment to craftsmanship. How does the brand balance traditional craftsmanship with modern sustainability practices?

Basically, Morfeo manages to balance its manufacturing with sustainability through two main elements:

- Careful choice of suppliers so that they have the least impact on the environment in terms of materials and sustainability.
- By stocking up on new, much more sophisticated technologies for production and creation.



4. Today, many consumers are interested in the materials used in jewellery. Could you share some insights into the materials Morfeo uses for its pieces, particularly regarding sustainability?

Making ethically sustainable jewellery should mean using only precious metals without negatively impacting either people or the planet.

Morfeo uses exclusively precious metals, like gold and silver, nickel-free metals, as required by current regulations.

5. Ethical sourcing of materials is crucial in the jewellery industry. How does Morfeo ensure that the materials used in its jewellery are ethically sourced?

Nowadays, the most effective method to communicate with customers is the social network. Through it, Morfeo manages to convey that its supply of materials comes exclusively from ethical sources, increasing customer loyalty towards a safe and certified purchase.



6. Sustainability has become a significant concern in the fashion and jewellery industry. How does Morfeo prioritize sustainability in its production processes?

Morfeo manages to give priority to sustainable production through the recycling of materials and the use of equipment with a low environmental impact.





7. Sustainability has become a significant concern in the fashion and jewellery industry. How does Morfeo prioritize sustainability in its production processes?

Fortunately, Morfeo, being an emerging brand in the jewelry sector, still has no significant carbon footprint, but it will work to promote the health of the planet.

8. The [MORFEO Instagram page](#) showcases some stunning pieces. Can you talk about any specific collections or pieces that highlight Morfeo's commitment to sustainability?

Morfeo makes all its statements concrete because all the products made represent its philosophy in terms of sustainability, no one in particular.



9. Are there any partnerships or collaborations that Morfeo has engaged in to promote sustainability in the jewellery industry further?

Yes, absolutely. The first collaboration was "**Morfeo x Nessuno**".

**Nessuno** is another emerging brand in the fashion industry. We created a collection of sustainable jewellery through the use of mainboards taken from computers and video recorders no longer in use, to represent the idea of sustainable jewellery.



10. What do you envision for the future of Morfeo in terms of sustainability and its impact on the jewellery industry?

For the future of Morfeo, I envision a constant commitment to sustainability, alongside the taste for artistic beauty, which is always the motivation of every idea.



Thank you for your cooperation on behalf of The Thinking Watermill Society. All the best in your current and future endeavours, Francesco.

## Learn More about MORFEO

[VISIT MORFEO](#)

**MORFEO**  
- ABSOLUTELY HANDMADE -



# About The Thinking Watermill Society

The Thinking Watermill Society is a non-profit organization. In particular, it promotes the debate and exchange of ideas among its members regarding the changes underway in the economic, cultural and social landscape, together with the analysis of the consequences that said changes entail, so as to identify the possible opportunities of economic, cultural and social growth related to said changes.

Our headquarters are in Rome, Italy.

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"Ideas are what make us human. Ideas do not get handed to us by elites, the rich or the powerful. Ideas are not bounded by colour, race, gender or religion."