

At the of Nuu-Muu

Nuu-Muu is a little company with big goals well beyond “our bottom line.” Truth be told, we didn’t start this beautiful business motivated by money. We created Nuu-Muu to fill a void in women’s apparel, develop community, and have a good bit of fun along the way.

Our voices (and choices) matter. As a business, we have the ability and the responsibility to speak out about what matters to us, to make choices true to our hearts, to lead by example and to direct dollars towards what we care about. We strive to walk the talk that reflects the world we want to live in. And that world is full of love and acceptance that is not qualified by any race, gender or sexual orientation.

While we continually evolve as people and as a business, here’s what matters most:

Bodies. And the humans within them.

Our dresses were designed with one goal: to help humans feel good about themselves and their bodies by inspiring self-love and self-respect. We **honor and celebrate all bodies** and we flatly reject body shaming. We are super happy to help you dress up your body and we really care about your heart.

Community.

At the very center of Nuu-Muu is the special community that unites around our dresses. This spirit is embodied on our **Team Nuu-Muu Facebook** page where **so many lovely moments happen**. We show and tell. We cry. We get silly. And we pick each other up. When someone shares a story, achieves a goal, has a question, or suffers a loss, a chorus of loving responses appears. Nurturing this beauty is hands down the best part of our business.

Sustainability.

We understand that the success of **our company depends on the health of our planet and the beings who live here**. To support that success, we start by taking good care of ourselves, our team, our customers and all of the many people who help make dresses happen. We work hard to minimize the impact of our business environmentally while maximizing the impact of our business socially.

We Listen. Now even more.

2020 has put a glaring spotlight on systemic racism and inequity. **Our eyes and ears have been opened wider**, wide enough to see the larger picture of our own involvement and our vast potential to make a difference. We are actively seeking out and paying attention to marginalized voices. We offer ourselves grace and the world our humility as we tackle this, together.

