



PRESS KIT
2015

ABOUT LU.



Lu. is effortless. Lu. is irreverent. Lu. is utilitarian. Lu. is modern. Lu. is timeless. Lu. is small batch. Lu. is everyday. Lu. is local. Lu. is worldly. Lu. is love. Lu. is.

LU. WAS BORN OUT OF NECESSITY.

Six months into her job at a startup, Jenny Fort knew she needed clothing that flexed as her day progressed. That's how Lu. was born: from her need to have utilitarian fashion that worked in every day life. She quickly realized she wasn't alone—there was a demand for modern, handsome women's apparel that wears easily and effortlessly.

LU. KEEPS IT LOCAL.

All our garments are designed and crafted in Seattle, Washington, Jenny's hometown. By keeping the fabrication process close by we can easily collaborate with our production team. Our partners in the SoDo neighborhood of Seattle have over 20 years of experience manufacturing clothing.

LU. IS RISKY.

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Lu. is a small-batch designer. That means we can always take risks in our designs. We think differently, but we don't take ourselves too seriously. When you meet Jenny you know she's living her brand. She's fun like that.

lu.



ASK LU.

WHAT SETS LU APART AND MAKES IT UNIQUE?

I have fabrics that are easy to wear, not only in content, but also weight. I like fabric with nice hand. Not too light, not too heavy. I gravitate to wool, wool knits, and silk; they're soft, but not tight or clingy.

Most of the wools I choose have a slight stretch that allows you to move. Some of my wools are for men's suiting, which are lightweight, move really well, and are good for transitioning from season to season.

WHAT IS THE MOST UNIVERSALLY APPEALING PIECE?

It has to be Understory Dress No.3. It can be worn with bare legs, tights, or our Origin Bottom No.1. It is truly the perfect little frock.



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ASK LU. CONT.

WHAT IS YOUR FAVORITE PIECE AND WHY?

Right now my favorite piece is the Origin Jumpsuit #1. I love how funky and fun it is; I can conquer the world when I wear it. I always hope I will run into people I haven't seen in a while because inevitably the reaction is "You look great!"

WHAT IS ONE ITEM OF CLOTHING YOU CANNOT LIVE WITHOUT?

My Understory Sweater #1 in Sheer Black. It is such an easy top to wear and it's an fantastic layering piece. I love pairing it with my Understory Dress #2!

WHY DID YOU DECIDE TO TAKE THIS ENTREPRENEURIAL LEAP?

I have always been reluctant to go out on a limb and call myself a fashion designer, but it turns out I've been one for quite some time. I needed clothing, and I knew that if I was having a hard time finding what I wanted, other women were too. I started designing for myself, and then my friends, and now I'm able to design for you. I started out of a necessity and continued out of a love.

WHAT KIND OF WOMEN ARE ATTRACTED TO THIS LINE AND WHY?

Women who want unique, signature pieces that are easy to wear and work day and night.

WHAT OR WHO IS THE INSPIRATION FOR YOUR WORK?

My lifestyle and work are my inspiration. Lu. started when I was at a very active job and looking for simple, fast solutions to dressing every day. I needed to be able to choose something from my closet and have it speak volumes without being complicated. So I created Lu. to be synonymous with effortless style.





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