

LABEL ARRAY

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A MUST-SEE BRAND DEBUTING AT MARCH'S LABEL ARRAY

LULU B Design

Linda Mason launched LuLuBDesign in 2015 when she created the LuLuwrap, a silk chiffon, boho-chic, fashion accessory for the woman who loves playful expression. The LuLuwrap can be styled 12 different ways to scale any look to the next level.

The brand's mission is to meld the ethereal to the everyday, to celebrate versatility and an effortless silhouette and to provide women a means to express their individuality while embracing change and having freedom of choice. What better way to express individual style and feel empowered than through what you wear!

DESIGNER Q&A

Do you have a mantra or golden rule that your staff lives by?

"The supreme accomplishment is to blur the line between work and play." Be present, be playful, be divine.

What's one interesting fact you'd like buyers to know about this brand?

We create all of our fabric designs which are inspired from mystical symbols, geometrics, florals and photographs. We then have our unique designs printed onto silk chiffon and then we transformed them into our wearable art, the LuLuwrap .

If your brand was a place on earth, what would it be?

It would be a white sand beach leading to sparkling blue waters with gentle breezes flowing.

Which designs/products are you most excited to present to buyers at the upcoming show & why?

I'm excited about debuting the LuLuwrap to buyers at the upcoming show. I have been selling mainly to local boutiques and at curated fairs and am looking forward to finding connections.

Who or what are some of your brand's muses & inspirations?

I love Norma Kamali. Her use of silk and her versatile multi use pieces are an inspiration. Donna Karan's new line Urban Zen it has such spirituality and elegant ease.

What are some of the most exciting trends you are seeing?

I love athleisure-inspired ease. I really like the pairing of a sheer topper (LuLuwrap) over leggings or wide pants. I really think it's fun to wear it as an open skirt and add a pair of heels.

LULU B DESIGN

