

[Browse more](#)

STORIES

Transcend Fashion by Wearing Your Own Style with the LuLuwrap



August 24th, 2017 04:43 PM

1 Spark

Spark

Share

Spark to like

INTERVIEW

with **Linda Mason**

Creator and Designer of The LuLuwrap

"The LuLuwrap stands for freedom of choice and the empowerment of women."

[VIEW THE LULUWRAP'S SPARKRAISE PROFILE](#)
Network For Creators to follow and connect with creativity and social innovation
[Get your story featured](#)

AUTHOR



[View more](#)

INTERESTS



Business

What does the LuLuwrap stand for?

The LuLuwrap stands for freedom of choice and the empowerment of women. I embarked on an unexpected journey toward reinvention and entrepreneurship when I created the LuLuwrap. I was inspired by my travels and love wearing chic, comfortable and versatile pieces that also pack well. The idea came to me as I was trying to make a beautiful leopard scarf work with my outfit. The problem was that it was too long and too wide and every way I styled it still didn't look right. So I started to make some changes, I cut it and pinned it and retried it and then added some details until I finally got the results I was looking for... a simple silk chiffon fashion wrap accessory that could be styled 12 different ways. The big test came when I wore it out on the streets. Suddenly women were complimenting me on the wrap and asking where I got it. So first mission accomplished. I now had to find a fabric that was light, luxurious and translucent enough to create an air of sensuality and then design the original prints that women would proudly wear... and my business was born.

SAVE 18% ON NEW PURCHASES
Coupon Code: 18COOL
DOMAIN.COM

estories
NYT Best sellers
Get Your FREE Audiobook Now



What does it mean to transcend fashion?

Our mission is to transcend fashion. To provide a means to empower women to express their individuality... to fit in while standing out. To be known as the leading brand that innovates versatility of style and freedom of choice

What makes your product unique?

All of our fabric prints are original designs that we have printed onto silk chiffon material. So they are exclusive to the LuLuwrap and the 3 button detail allows innovation of style.



What makes a good garment wrap?

I think that versatility and the quality of the fabric makes for a great garment wrap... I love wrapping myself in luxurious silk chiffon or cashmere. it makes me feel so feminine.

What are some of the greatest challenges you have faced?

I think some of the greatest challenges that small companies and entrepreneurs face are marketing challenges. How do you get noticed in this vast world of the internet so women will trust and buy your product.



How do you stand out in this competitive market?

I believe we truly have a unique product. There are other wraps out there, but ours is exclusive due to the luxurious fabric, the exclusive print designs, and the button detail. It is an ideal travel piece as well.

What do you see as the LuLuwrap's greatest achievement?

The launch of the LuLuwrap dovetailed with a collective realization of chiconomics, slow fashion and the KonMari method. This attitude has sent converts our way. Our customers are women who demand quality, appreciate versatility and desire freedom of choice and they want to look fashionable without spending a lot of money. They're women who embrace their confidence and beauty and want to be surrounded by the things that bring them joy. Our customers want to keep their clothing longer than one season and our timeless design insures that it can be worn year round and never go out of style.



What is LuLuwrap's plan for this year?

We are expanding our collection to tunics, T-shirts and leggings that will create an entire outfit when worn together with the LuLuwrap. We are also developing a seasonal subscription box plan.

Any advice for future entrepreneurs and startups?

Persistence, Persistence, and Persistence. Don't be afraid to ask for help and never stop doing what you know in your heart is right.

The LuLuwrap
Get your LuLuwrap on! For the transcendent woman who loves playful expression.
[Follow on SparkRaise](#)
[Visit web site](#)

MAKERS ARTISTS SOCIAL INNOVATORS **GET STARTED** **DESIGNERS GURUS ENTHUSIASTS**

ABOUT

How it works
About us
Our rules
Loyalty rewards

CAMPAIGNING

Start a campaign
Pricing

CONTRIBUTING

Browse campaigns

CREATIVE SHARING

Find people
Find channels
Stories

HELP

FAQ
Handbook
Terms of Use
Privacy Policy
Contact us