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### Transcend Fashion by Wearing Your Own Style with the LuLuwrap



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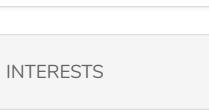
#### **INTERVIEW**

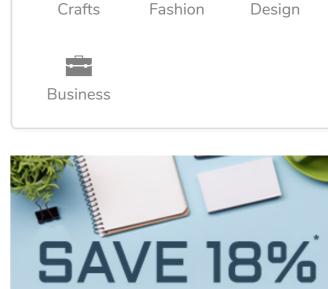
#### with Linda Mason

#### Creator and Designer of The LuLuwrap

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

## **AUTHOR** SparkRaise View more





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#### 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 transluscent enough to create an air of sensuality and then design the original prints that women would proudly wear... and my business was born.

VIEW THE LULUWRAP'S SPARKRAISE PROFILE

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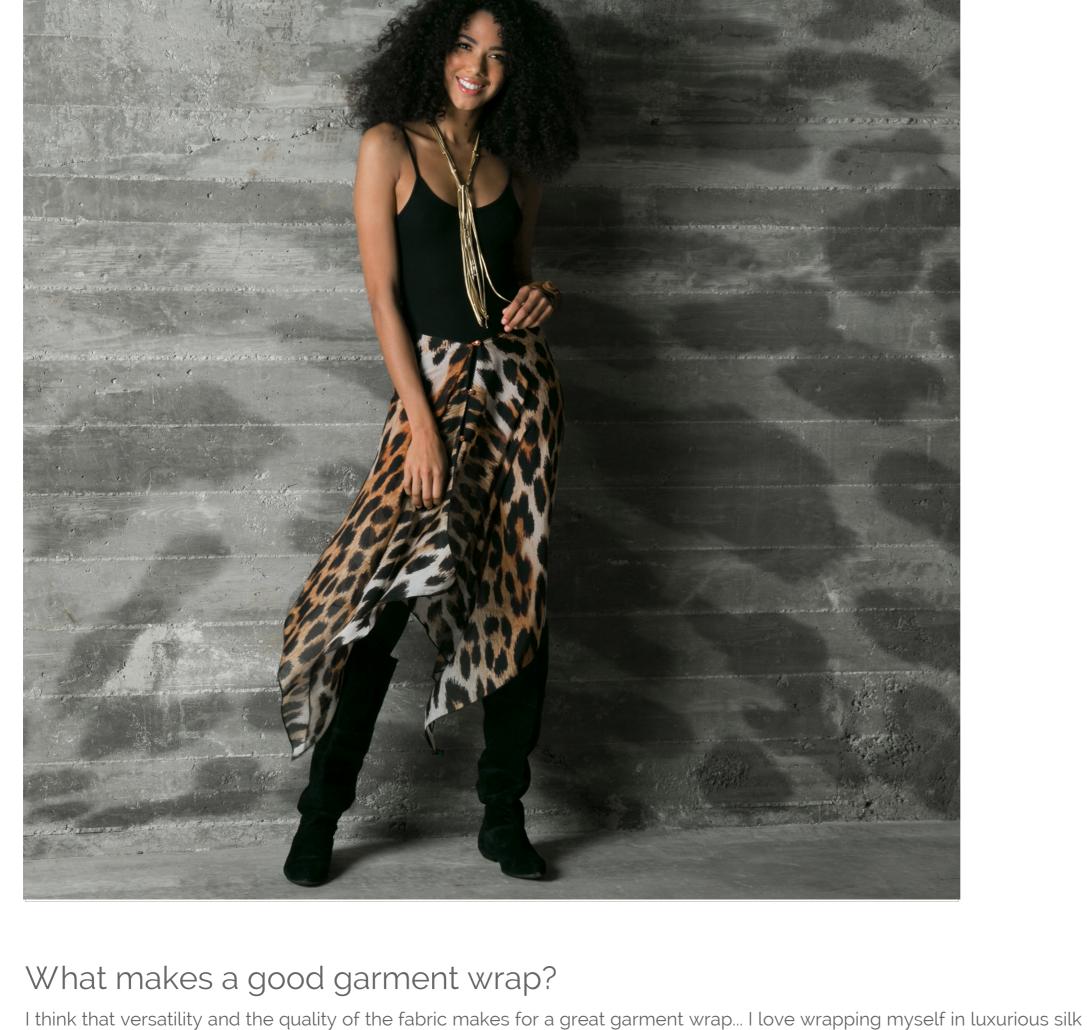
#### Our mission is to transcend fashion. To provide a means to empower women to express their individuality... to fit in

What does it mean to transcend fashion?

while standing out. To be known as the leading brand that innovates versatility of style and freedom of choice

#### 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 your product unique?



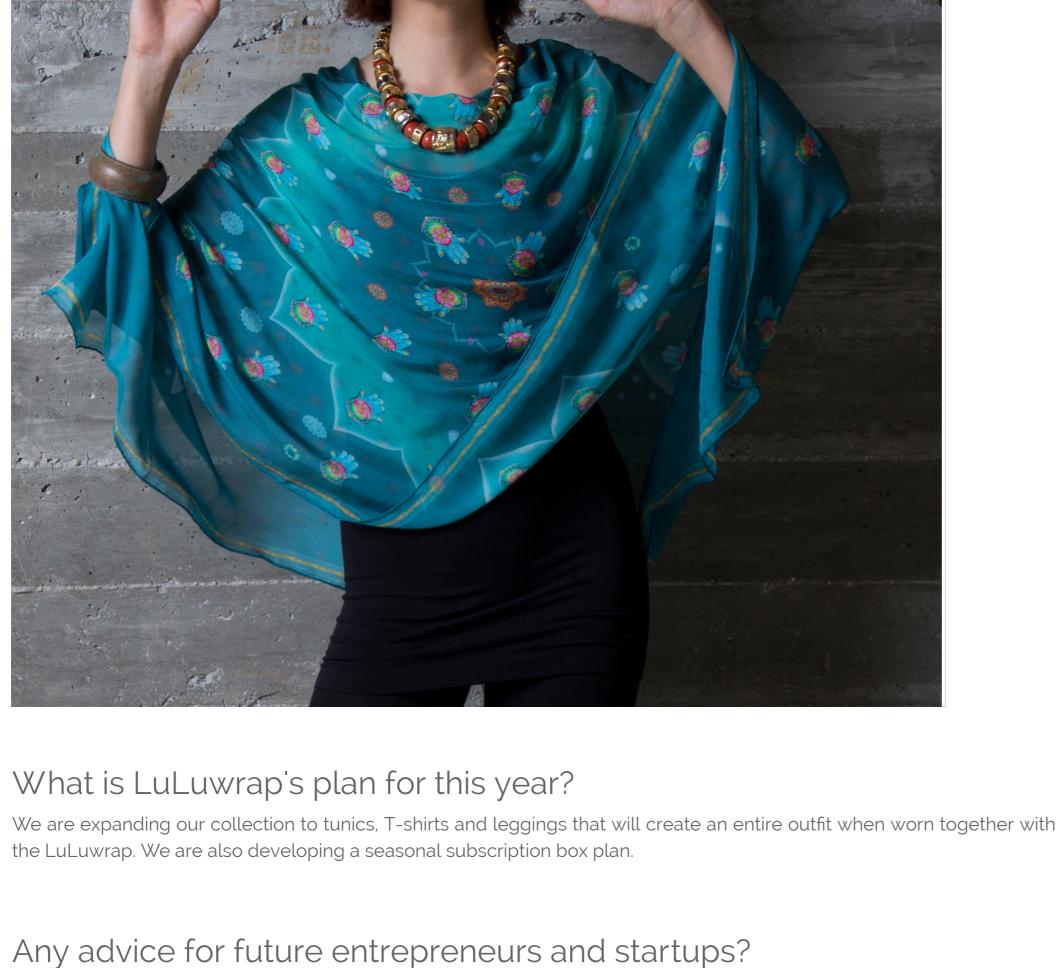
chiffon or cashmere. it makes me feel so feminine.

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.



#### 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.



# The LuLuwrap

Get your LuLuwrap on! For the transcendent woman who loves playful expression.

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