



# LUMILLA

BY LULU ESCHELMAN

## Fact Sheet

- Lulu Eschelmann is a Danish Designer who currently lives in California. She trained in Haute Couture in Copenhagen, Paris and London.
- Her style is timeless, classic, modern and edgy with a Scandinavian influence. Her past ranges have been recognized for their luxurious leather minimalism.
- She launched LumillaMingus in 2013 and has now rebranded to Lumilla as an exciting new brand look in advance of her forthcoming handbag launch. <https://shoplumilla.com/>
- The Lumilla collection is crafted to the highest quality standard with hand selected Italian leathers.
- A past brand partner of Gwyneth Paltrow, Lulu launched several creative collaborations on Goop, where one of her exclusive limited edition collections had a 68% sell through within the first 30 days.
- She has also successfully collaborated with Catt Sadler, Rolland Berry, Rebecca Canstonguay and Montage Hotel and Resorts.
- Lumilla has received glowing industry endorsements from industry figures such as Marcus Lemonis to coverage highlights which have flagged her as 'One to Watch'. She has also appeared in 'Top Five in Fashion' press reviews and round-ups.
- Brand followers and ambassadors have ranged from Anine Bing, Jessica Szhor and Lauren Scruggs Kennedy to Jacey Duprey and Louise Roe, among many others.