

LULU GUINNESS

by



AUTUMN WINTER 2015



Lulu Guinness

Lulu Guinness OBE, famous for her unique and glamorous British handbags and accessories, launched her company in 1989. Instant praise in the fashion media paved the way for Lulu Guinness shops in London, New York, Tokyo and Seoul. Her unique creations are also sold in department and specialty stores worldwide, including Harrods, Selfridges and Fortnum and Mason in the UK, Brown Thomas in Ireland and Lane Crawford in Hong Kong.

Lulu passionately designs the interior of her own stores herself to ensure she captures the true essence of the brand, creating a location where customers come and experience the all encapsulating world of Lulu Guinness.

Lulu's Collectable bags described as 'tomorrow's treasures', have become permanent fixtures in museums worldwide. The Florist Basket is in the permanent fashion collection at the Victoria and Albert Museum, London. The Collectables have also been the subjects of two exhibitions in Sotheby's London and New York. Meanwhile her bags are seen on the arms of an ever-expanding array of celebrity supporters, amongst them Dita von Teese, Helena Bonham Carter, Katy Perry, Florence Welch, Christina Aguilera, Rachel Weisz and Alexa Chung.

Despite her success Lulu never had any formal design training apart from a year's foundation course at art school and a long-standing passion for design and fashion. Lulu's strong personal style and her original vision has played a large part in her success, with Elsa Schiaparelli as her icon Lulu lives by her motto 'Dare to be Different'. In 2006 Lulu was awarded an OBE from the Queen and in 2009 she was awarded The Independent Handbag Designer Awards ICONOCLAST Award for Lifetime Achievement in Handbag Design. In 2012 Lulu was awarded an honorary doctorate by the University of the Arts.

FOLDING UMBRELLAS

Lulu Guinness Tiny - 2

Product Code: L717

- Top selling Tiny umbrella
- Only 6cm wide, 3cm deep and weighing approximately 158g
- Special rustproof, reinforced frame designed to withstand inversion in normal wind conditions
- Ultra compact 'tiny' design with lightweight aluminium & fibreglass frame
- Exceptionally compact, flat umbrella - yet still opens to full size
- 5 stage frame. 6 ribs - rib length: 48cm
- Super lightweight performance polyester fabric
- Length closed: 15cm
- Span when open: 85cm



L717
LGTiny-2
Lulu Letters
50 20815 028414



L717
LGTiny-2
Lips Grid Red
50 20815 025079



L717
LGTiny-2
London Print
50 20815 028391



L717
LGTiny-2
Abstract Lip
50 20815 028407

FOLDING UMBRELLAS

Lulu Guinness Superslim - 2

Product Code: L718

- Extremely compact, only 4cm wide - yet still opens to full size
- Ultra slim design with lightweight aluminium and fibreglass frame
- Special rustproof, reinforced frame designed to withstand inversion in normal wind conditions
- 3 stage frame. 6 ribs - rib length: 50cm
- Ultra lightweight high performance polyester fabric
- Length closed: 22-28cm
- Span when open: 86cm



L718
LG Superslim-2
Candy Stripe
50 20815 025864



L718
LG Superslim-2
Roughly Cut Out Spot Red
50 20815 028070



L718
LG Superslim-2
Lips Print
50 20815 027110



L718
LG Superslim-2
Envelope Print
50 20815 028094



L718
LG Superslim-2
Lips Polaroid
50 20815 028087



L718
LG Superslim-2
Lip Grid
50 20815 029114

FOLDING UMBRELLAS

Lulu Guinness Superlite - 2

Product Code: L781

- Water reactive ink changes colour when wet
- Pinch-proof runner
- Strong lightweight aluminium/fibreglass rust-proof frame
- High performance polyester fabric
- Length closed: 25cm
- Span when open: 97cm
- Wind resistant frame

L781
LG Superlite-2
Two Faced
50 20815 027776



WALKING UMBRELLAS

Lulu Guinness Birdcage - 2

Product Code: L719

- Iconic dome-shaped fashion design
- High grade PVC for clear vision when walking
- Extra strong fibreglass ribs
- 8 ribs - rib length: 64cm
- Colour co-ordinated ferrule and tips
- Length closed: 94cm
- Span when open: 86cm

L719
LG Birdcage-2
Birdcage Birdcage
50 20815 017036



L719
LG Birdcage-2
Lips Polaroid
50 20815 028780



L719
LG Birdcage-2
Two Faced
50 20815 027745



WALKING UMBRELLAS

Lulu Guinness Kensington I&2

Product Code: L777 Kensington-1

Product Code: L764 Kensington-2

- High performance polyester fabric
- Comfortable crook handle
- Wooden shaft
- Manual frame: 8 ribs – rib length: 58cm
- Length closed: 89cm
- Span when open: 102cm



L777

LG Kensington-1
Cut Out Lips Black
50 20815 027080



L764

LG Kensington-2
Cut Out Logo
50 20815 028612



L777

LG Kensington-1
Cut Out Lips Red
50 20815 026090



L764

LG Kensington-2
Harlequin
50 20815 023938

WALKING UMBRELLAS

Lulu Guinness Bloomsbury - 2

Product Code: L723

- Opens automatically at the touch of a button
- 8 ribs – rib length: 54cm
- High performance polyester pongee fabric
- Black plated automatic steel frame
- Length closed: 84cm
- Span when open: 94cm



L723

LG Bloomsbury-2
Diagonal Stripe
50 20815 023884

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No.	Description	Inner Pack	Outer Carton
L717	Tiny-2	12	60
L718	Superslim-2	12	60
L781	Superlite-2	12	60
L719	Birdcage-2	6	24
L777	Kensington-1	12	24
L764	Kensington-2	12	24
L723	Bloomsbury-2	12	24

This range of umbrellas has been produced exclusively by Fulton, using only the highest quality materials and exacting engineering standards before being individually hand finished to ensure every umbrella reaches the customer in perfect condition.

Please Note: Colours shown may not be exact reproductions



BY APPOINTMENT
TO HER MAJESTY QUEEN ELIZABETH II
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LONDON

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