

# LULU GUINNESS

by



SPRING SUMMER 2019



## Lulu Guinness

**Lulu Guinness was founded in 1989, when its' then 29 year old creative director and founder created a forward-thinking briefcase for women. Since the company's conception, Lulu Guinness' intention has always been to be slightly outré and push boundaries.**

The brand's creations are regularly seen on the arms of trailblazing women, such as Kate Moss, Fearnie Cotton, Emma Watson, Poppy Delevigne, Paloma Faith and Dita Von Teese. They are women with a fierce sense of humour and an even fiercer sense of their own femininity, who dare to venture outside the parameters set by a predominantly trend led fashion industry.

The brand's sophisticated silhouettes, humorous embellishments and adventurous accessories have become cult favourites around the globe. The central motif, the distinctive Dali-esque lips clutch, remains the brand's staple accessory, transporting the Surrealist art movement into mainstream popular culture.

A number of iconic designs have surpassed the role of mere fashion accessories and been described as works of art, as well as 'tomorrow's treasures'.

The Florist Basket, which caught the eye of Madonna, became part of the permanent fashion collection at the Victoria and Albert Museum, London, and has also been exhibited in Sotheby's London and New York.

Today the brand still abides by the motto 'Dare to Be Different' - said by one of its heroes, the Surrealist couturier and fashion designer Elsa Schiaparelli - and the women who wear Lulu Guinness do just that.

Critical acclaim and praise over the years has cemented leading stores in London and paved the way for shops as far as Asia and the United Arab Emirates.

Desire for Lulu Guinness has also seen designs sold on the shelves of the most prestigious department stores, including Selfridges, Harrods and Harvey Nichols in the UK, Luisa Via Roma in Italy, AlterStyle in Shanghai and Galleries Lafayette in Beijing.

Creative Director Lulu was awarded an OBE from the Queen in 2006 and was awarded The Independent Handbag Designer Awards ICONOCLAST Award for Lifetime Achievement in Handbag Design in 2009.

She also received an Honorary Doctorate by The University of the Arts London in 2012.

# 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**  
LG Tiny-2  
Ohh Lulu  
50 20815 035757



**L717**  
LG Tiny-2  
Beauty Mark  
50 20815 035740



**L717**  
LG Tiny-2  
Cameo Girls  
50 20815 033708



**L717**  
LG Tiny-2  
Optical Stripe  
50 20815 034682



**L717**  
LG Tiny-2  
Tiny Confetti Lip  
50 20815 033692




**L717**  
LG Tiny-2  
Tape Lipstick  
50 20815 034699




## Lulu Guinness Minilite - 2

Product Code: L869

- Patented pinch-proof runner
- Strong lightweight aluminium/fibreglass rust-proof frame
- High performance polyester pongee fabric
- Length closed: 25cm
- Span when open: 96cm
- Wind resistant frame



**L869**  
LG Minilite-2  
Blot Lips  
50 20815 034644



**L869**  
LG Minilite-2  
Raining Lips Pink  
50 20815 034668



**L869**  
LG Minilite-2  
Kooky Cat  
50 20815 034651

# WALKING UMBRELLAS

## Lulu Guinness Kensington - 2

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



**L764**  
LG Kensington-2  
Rainbow Lips  
50 20815 033739

# 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  
Dressing Table  
50 20815 035733



**L719**  
LG Birdcage-2  
Confetti Lip Birdcage  
50 20815 033746



**L719**  
LG Birdcage-2  
Raining Lips  
50 20815 029268



**L719**  
LG Birdcage-2  
Birdcage Birdcage  
50 20815 017036

# 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  
Lips Grid  
50 20815 029299



**L723**  
LG Bloomsbury-2  
Diagonal Stripe  
50 20815 023884

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No.	Description	Inner Pack	Outer Carton
L717	Tiny-2	12	60
L869	Minilite-2	12	60
L719	Birdcage-2	6	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  
UMBRELLA MANUFACTURERS  
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LONDON

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