

LULU GUINNESS by 
LONDON

AUTUMN WINTER 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
Kissing Hearts
50 20815 036808



L717
LG Tiny-2
Stripe and Heart
50 20815 036792



L717
LG Tiny-2
Ohh Lulu
50 20815 035757



L717
LG Tiny-2
Beauty Mark
50 20815 035740



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
Beauty Spot
50 20815 036815



L869
LG Minilite-2
Polka Lips
50 20815 036822



L869
LG Minilite-2
Kooky Cat
50 20815 034651



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
Put Your Pearls on Girls
50 20815 036839



L719
LG Birdcage-2
Raining Lips
50 20815 029268

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
Dressing Table
50 20815 035733

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

LULU GUINNESS

LONDON



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