Beautiful for you.
Kind to the planet.

lur® knits beauty, sustainability, and social responsibility into each and every piece of clothing.
Beauty

lur® takes pride in knowing that for a piece of clothing to be truly beautiful, it needs to benefit more than just its wearer. lur® is women’s apparel for those who believe in a better world. A world where honesty, transparency, and sustainability reign. A world where your clothes are made well, look great, and endure.
Sustainability

Made from 100% recycled materials, our apparel is more sustainable and environmentally friendly than organic cotton - while still remaining just as beautiful and soft to the touch.
Social Responsibility

A portion of our profits go to help women establish businesses and gain access to education to allow themselves, their families, and their communities, the opportunity to rise out of poverty. lur® believes the production of ethical fashion can help create a rising tide of prosperity.