

LULU & GEORGIA

HOME DECOR & FURNITURE
BRAND



Lulu and Georgia is a popular home decor and furniture brand that offers a curated selection of stylish and on-trend pieces for interior design.

Lulu and Georgia was founded in 2012 by Sara Sugarman.



At Lulu and Georgia, you'll find exclusive designer collaborations, uniquely curated collections, and one-of-a-kind pieces to bring your home to life.



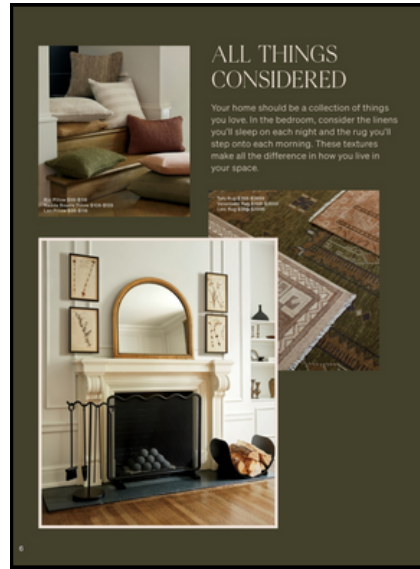
SARA SUGARMAN

Mission is to bring beauty to home. Whether that be through products, a space designed, or even a simple recipe on blog, Brand wants to inspire you to elevate your everyday rituals.



AUGUST CATALOGUE

2024



SEPTEMBER CATALOGUE

2023



OCTOBER CATALOGUE

2023

unique flatware

a hand for cheese or bread

colorful linens

fun drinkware

fresh flowers always

a pretty spot for dessert

A WELL-SET TABLE



A PLACE

TO GATHER

Entertaining season is upon us. Wow your guests with a thoughtful dining space.



THE KATE RUG

Hand-knotted from wool, the bestselling Kate Rug will bring your home a touch of vintage charm.



DETAIL ORIENTED

Consider the pieces that are a part of your daily rituals and curate a space filled with a collection of things you love.



GET IN THE SPIRIT

Prepare to deck the halls.



NOW IT'S PERSONAL

Personal touches give a space character. Let your favorite tableware shine with dining storage that also serves as display.



Let It Ripple



TEXTURAL NEUTRALS

A neutral space can still pack a punch. The key is in the textures—layer different materials and finishes within a cohesive palette.



The Suzette Collection

Beautifully designed storage pieces featuring textural doors, curved frames, and brass hardware.



HAPPY HOSTING



Company's coming. Stock the bar and set the table.

COMPANY'S COMING
Mason's Hardware \$145
American Dining Table by South American Walnut \$1000
Kitchen Island Dining Table \$1000
Pineapple \$100
This is a great place to sit at \$100
Black Metal Armchair \$100
Pineapple Wine Glasses by Pines Living \$100
Mason's Hardware by South American Walnut \$100
Mason's Hardware by South American Walnut \$100

THANKS, THANKS
Furniture by Pines Living \$100
Black Metal Armchair \$100
Pineapple Wine Glasses by Pines Living \$100
Mason's Hardware by South American Walnut \$100
Mason's Hardware by South American Walnut \$100

SUNNY SIDE UP
Furniture by Pines Living \$100

for the collector

for the baker

for the decorator

GIFT

for the party hostess

for the hostess

for the hostess

for the
JAKE ARNOLD



REDEFINING
COMFORT
by
Jake Arnold

designer inspiration

Redefining Comfort Book by
Jake Arnold \$10

for the outdoors



fresh seasonal branch
\$10 \$15

GUIDE

for the
vent-measured



Stone Collector by
Wilson \$12

for the indoors



the homebody
\$20

Match Candles \$10



Long View by
Lisa Sherman-Lumley \$10



*IT'S TIME
TO GET COZY*

Throws by Tartan Blanket Co. \$220-\$230

The holiday season is upon us. In the hustle and bustle, let home serve as a reminder for what this time of year is really about. Cozy up on the couch, bake a favorite family recipe, create a fort, play out in the snow. Everything else can wait until next year. Happy Holidays.

Make spirits bright with elevated holiday decor, cozy layers, and our favorite gifts. 'Tis the season.

@hluandgeorgia | hluandgeorgia.com

[illegible]

The Harlowe Collection

Our bestselling Harlowe furniture collection combines the best of form and function so that you can sit pretty.

Harlowe™ 2018
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 Made in the USA.

Window Coverings: Roman Shades by Papyrus Bed, Brown/Rose by ERM® Group
 Bed: Big Love Bed by ERM® Group
 Bedding: Signature Bed by ERM® Group
 Headboard: Brown Headboard by ERM® Group
 Bedside Tables: Round Side by ERM® Group
 Chair: White Chair by ERM® Group
 Lamps: Two-Globe Lamp by ERM® Group
 Rug: Cream Rug by ERM® Group
 Pillows: White Pillow by ERM® Group

Suite Retreat

Introducing Sarah's first ever line of bedding complete with playful prints, beautiful textures, and fresh colors for a well-loved bed.

Textural Neutrals



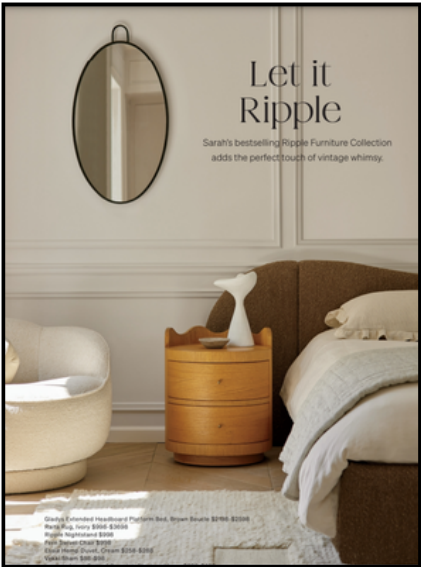
COMPACT IDEAS
Staircase: Riva® Design; Dining Table: Brio®
Round Dining Table: Riva®; Side Table: Brio®
Round Dining Table by Loris Ming 2008
Floor: Designtouch® Stone 8000

THE IDEAS
Staircase: Cantieri; Dining Table: Brio®
Round Dining Table: Riva®; Side Table: Brio®
Round Dining Table by Loris Ming 2008
Floor: Designtouch® Stone 8000

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JANUARY CATALOGUE

2024



FEBRUARY CATALOGUE

2024

CALIFORNIA

DAYDREAM

Better weather is coming and we're preparing in the best way we know how. Set your outdoor space for an indulgent summer of rest and relaxation.

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THE RUIZ COLLECTION

Sculptural with soft curves, the Ruiz Collection brings a modern edge to outdoor spaces.

8

A GOOD FEELING

Add textural layers to create an outdoor space that feels as cozy as your indoors.

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REST — EASY

Look Home Lenny \$1795
Mason Lenny \$1895
Mason Lenny \$1895
Mason Lenny \$1895

24

ARTFULLY — ARRANGED

Personal touches give a space character. Let your favorite tableware shine with dining storage that also serves as display.

27

artfully lit

Lighting that's the centerpiece of the space.

30

it's only natural

Rugs handmade from wool set a cozy, earthy foundation.

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The Harlowe Collection

Our bestselling Harlowe furniture collection features modern curves with natural upholstery for the best of form and function.

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La Vida Dolce

WHETHER IT BE AN EARLY MORNING SUN SOAK OR A MEAL THAT EXTENDS LATE INTO THE EVENING, SAVOR THE LITTLE MOMENTS OF JOY.

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BRAND EVOLUTION

ONLINE RETAIL

The brand started as an online retail platform offering a curated selection of stylish home decor items and furniture. Gradually, they also collaborate with designers and artisans to create exclusive collections and products that are unique to the Lulu and Georgia brand.

SARA'S PASSION

The brand was born out of Sara's passion for interior design and her desire to create a curated collection of home decor items that reflected her personal style.

EXPANSION

In its early years, Lulu and Georgia focused on establishing its online presence and building a reputation for offering unique and on-trend products. The brand quickly gained traction among interior design enthusiasts and bloggers.

As Lulu and Georgia's popularity grew, the brand expanded its product offerings and partnerships with designers and influencers.

COMMITMENT TO SUSTAINABILITY

Lulu and Georgia has also shown a commitment to sustainability and ethical sourcing. This includes efforts to use eco-friendly materials, reduce waste, and support fair labor practices throughout its supply chain.



ANALYSIS



DESIGN LANGUAGE

contemporary
time less elegance
Sleek

MOOD

Comfort
Restorative Softness
Chic Sophistication
Artistic
Subtle

MATERIAL

Natural material
wood
Metal
Ceramics

FORM

Streamline
Rippled
Rounded
Curved
Sculptural Arches

PRICE RANGE

Mid
Premium

PATTERN

Nature Inspired
Strips
Abstract

TEXTURE

Soft Tactility
Haptic