

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

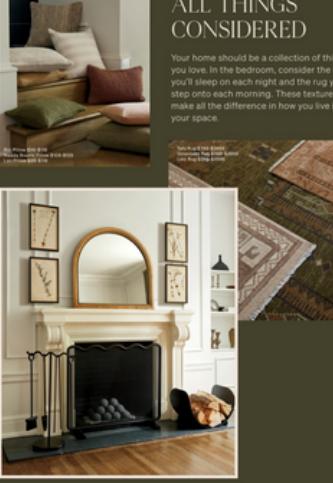
SCENES
FROM



A NEW
SEASON

LULU AND GEORGIA FALL 2023

ALL THINGS
CONSIDERED



Your home should be a collection of things you love. In the bedroom, consider the linens you'll sleep on each night and the rug you'll step onto each morning. These textures make all the difference in how you live in your space.

NOW IT'S
PERSONAL



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

Gratia Ceramic Wine Glass, Green \$10



Sarah hand-drew each of the patterns which are available in wallpaper, fabric by the yard, pillows, and curtains.

Lulu and Georgia Pillows \$10-\$100

ARTFUL
SPACES



INSPIRATION FOR
A WELL-STYLE HOME



Imperial Silver Rug, Wool, 8x10 \$1,600
Persian Round Coffee Table, White, Wood with
Black Lacquer \$1,200
Bella Lamp, Gold \$100
Bella Lamp, Silver \$100
Imperial Silver Rug, Wool, 8x10 \$1,600
Persian Round Coffee Table, White, Wood with
Black Lacquer \$1,200
Bella Lamp, Gold \$100
Bella Lamp, Silver \$100



Andrea Wall Lamp, Set of Two, Glass, Metal \$100-\$150
Andrea Floor Lamp, Set of Two, Glass, Metal \$100-\$150
Casa Table Lamp by Gino Sarfatti & Tito Agnelli \$800
Casa Table Lamp by Gino Sarfatti & Tito Agnelli \$800
Papier Mâché Lamp by Gino Sarfatti & Tito Agnelli \$800
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LAYER ON
THE COZY



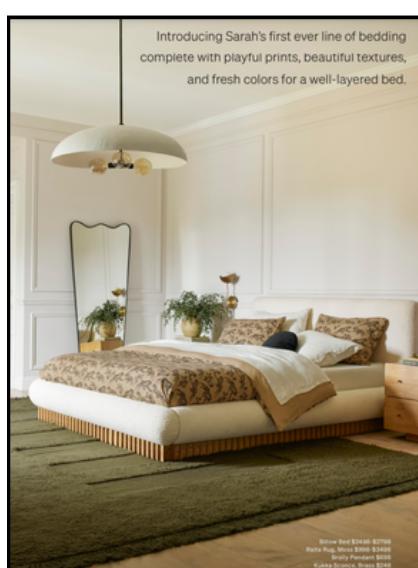
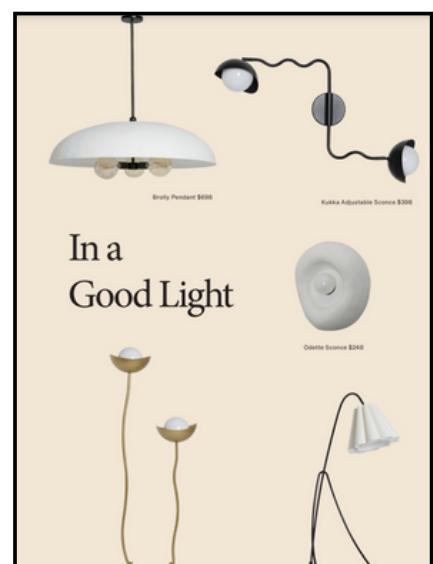
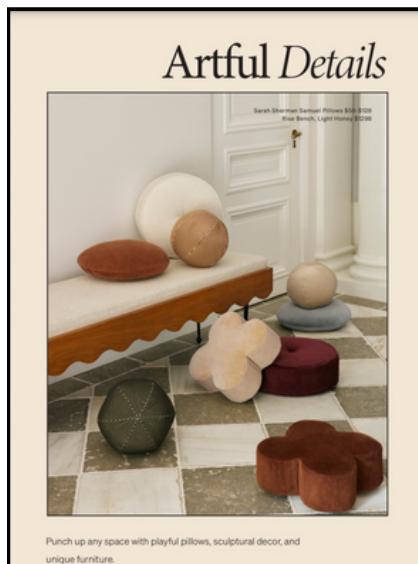
MAKE YOUR BEDROOM THE STAR OF THE SHOW



Rutherford Round Dining Table \$1,000
Light Night in Steel in Gold \$100
Light Night in Steel in Silver \$100
Casa Beach Chair, Orange \$100
Casa Beach Chair, Gold \$100

SEPTEMBER CATALOGUE

2023

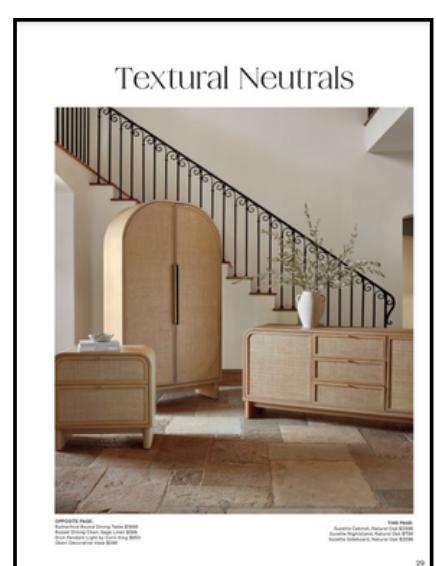
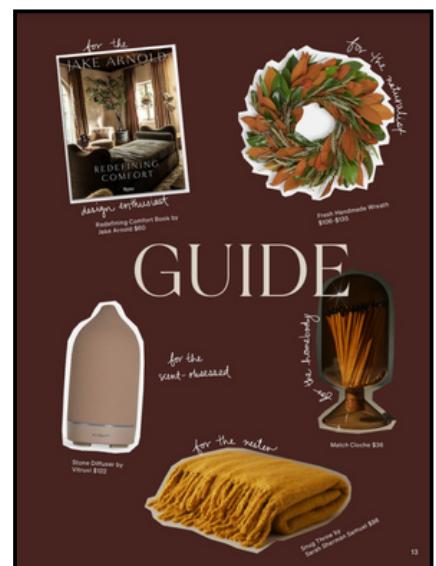
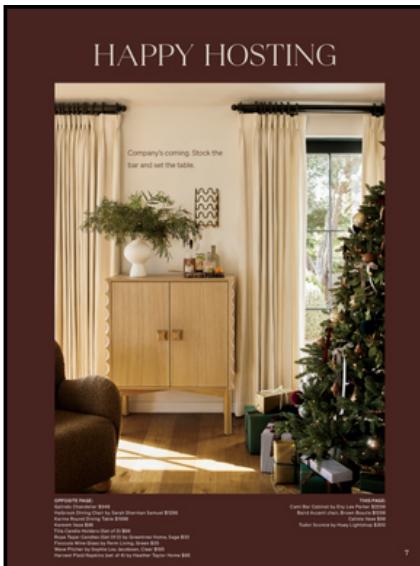


OCTOBER CATALOGUE 2023

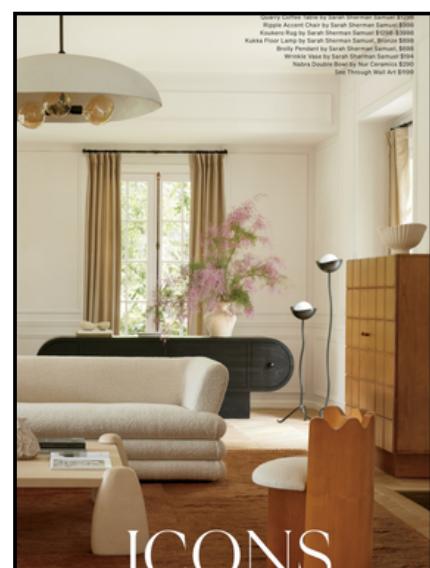


NOVEMBER CATALOGUE

2023



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.

4

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.



8

REST —— EASY



24

ARTFULLY —— ARRANGED

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



25

artfully lit

Lighting that's the centerpiece of the space



8

it's only natural

Rugs handmade from wool set a cozy, earthy foundation.



26

Carver Rug by Ever Wool \$1000-\$10000
Harlowe Platform Bed, Twin \$1000-\$1000
Harlowe Platform Bed, Queen \$1000-\$1000
Parsons Chair, Linen, Dining \$100-\$100
Parsons Chair, Linen, Dining \$100-\$100
Woolen Lumbar Pillow by Ever Wool \$100

The Harlowe Collection

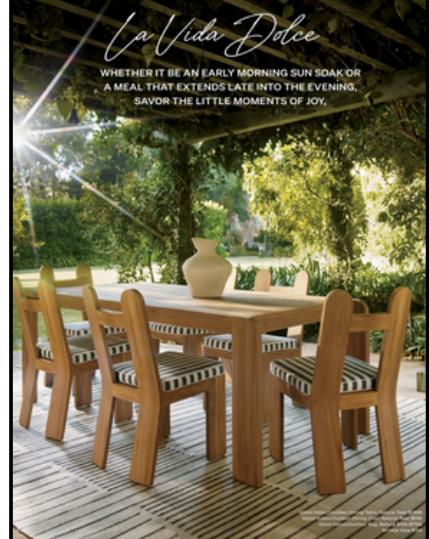
Our bestselling Harlowe furniture collection features modern curves with natural upholstery for the best of form and function.



34

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.



8

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