

lur.TM
fashion for change

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Fashion for Change

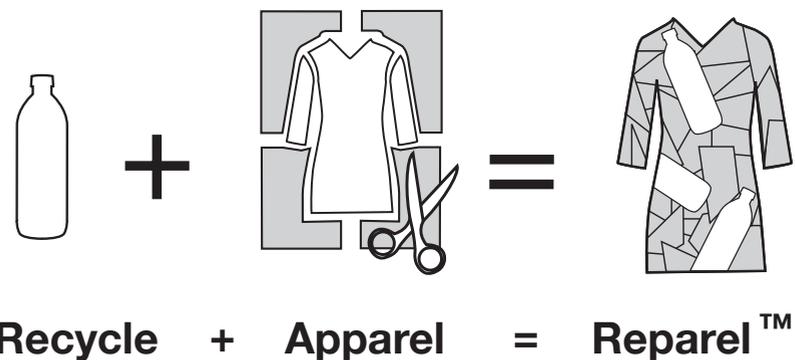
At lur™, we believe fashion can be a powerful force for change in the world. lur™ knits beauty, sustainability, and social responsibility into every product. Because of our unique fabric, lur™ clothing is more sustainable and environmentally friendly than organic cotton - while still remaining just as soft to the touch. lur™ was founded in 2012 by Mark Heiman and Alan Brown, two entrepreneurs dedicated to creating disruptive, positive change within the apparel industry. lur™ is inspired by and designed for women working towards a better, more sustainable tomorrow.



How lur™ Leverages Fashion to Create Change

Sustainable Fabric

Thanks in part to our unique Reparel™ fabric, lur™ apparel is more sustainable and environmentally friendly than organic cotton - while still remaining just as beautiful and soft to the touch. All of our apparel is made sustainably from 100% recycled materials by blending recycled cotton and recycled polyester to create an incredibly soft, durable, and comfortable fabric.



Responsible & Sustainable Production

lur™ pays fair wages to all employees and ensures all suppliers meet strict criteria for working conditions. lur™ utilizes unique, state-of-the-art technology in manufacturing, which assures our clothing is produced in the most sustainable manner possible. lur™ ensures that every part of the procedure, from sourcing to fabric fibers to processing, has minimum negative environmental impacts. No harmful dyes are used in the creation of our fabrics and additionally, our fabric finishing process saves 60-70% of the water and energy spent in more traditional manufacturing methods required of dyed fabrics.



Our Founders

Mark Heiman

Co-Founder, lur™

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Mark is a patent-holder and textile innovator in the field of high-performance sustainable apparel products. With over thirty years of executive experience in the textile industry, Mark has held senior roles in operations, manufacturing and product development.

Mark Heiman is available for direct interviews, speaking engagements, and is happy to provide his expertise to anyone interested in matters of sustainability as they relate to textiles.

Alan Brown

Co-Founder, lur™

In addition to his role as Partner and Co-Founder of lur™ apparel, Alan is the owner and Founder of Photonics Graphics, a graphic design and communications company specializing in corporate marketing and brand identity. Alan is committed and passionate about volunteerism, both in his local community and abroad.



We are often asked about:

- How we make our products from recycled materials and how our materials come from recycled sources
- The liabilities of organic cotton
- Harmful dyes and toxins present in textiles
- Socially responsible sourcing and supply chain management
- Ethical apparel purchasing decisions

Our Inspiration

lur™ apparel is inspired by all of the women who dedicate themselves each day to work towards a better, more sustainable tomorrow. lur™ hopes to provide these women with a fashion line that is as inspiring as they are. lur™ is affordable, durable, and made to match the beauty of those who wear it.

Giving Back By Empowering Women

A portion of the profits from lur™ sales go to Friendship Bridge, a non-profit, non-governmental organization whose mission is to provide microcredit and education to help impoverished women establish their own businesses and to help themselves, their families, and their communities to rise out of poverty.



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