



# Our Mission

is to improve lives

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and strengthen families.

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We are LuLaRoe and we

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think this is the start of

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something magical!

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## JUST LIKE YOU

LuLaRoe is a community, just as much as it is a fashion brand. Starting with a dream, DeAnne and Mark Stidham founded LuLaRoe in 2013 after seeing the success of their first product—a Maxi skirt. Since then, LuLaRoe has grown to new heights; our purpose and culture has always been to **help others succeed**, and provide an opportunity for you to create **more freedom and flexibility**—by building your own business at your own pace.

## ABOUT LULAROE

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### LU • LA • ROE

LuLaRoe got its name from DeAnne's 3 grand daughters Lucy, Lola, and Monroe.

### OUR MISSION

Our mission is to improve lives and strengthen families—which we happen to do through fashion.

### WHAT WE VALUE

LuLaRoe has thrived as a selfless, small business community through our 5 core values of: Love, Purpose, Confidence, Trust, and Growth. Nothing fancy, just straight forward values that guide us.

### WHAT REALLY MATTERS

This business provides both the opportunity to serve others and the possibility of having more time to spend with the ones you love—the very thing DeAnne had once desired for herself!

### OUR CULTURE

The magic of LuLaRoe is the culture behind it. We believe that being a part of our community is about seeing beyond yourself and into the world around you. Like a rising tide that lifts all ships—it's everyone contributing to the whole that makes this community so amazing.

### IT'S YOUR TIME TO SHINE

Join this community and start your own LuLaRoe business. I look forward to helping you learn how.