



for Love & Lemons



FOR VICTORIA'S SECRET



THE FOR LOVE & LEMONS STORY

It all started with a lemonade stand in Jackson, Wyoming. For Love & Lemons founders Laura Hall & Gillian Rose Kern met when they were both 11 years old, and as little girls do, created a fantasy world for themselves that paved the way for what has become one of fashion's most dreamy, romantic, recognizable brands. Lemonade has since given way to vibrant lingerie and clothing collections, yet Laura and Gillian still stand by the same basic principles:

CONFIDENCE, FEMININITY AND INDIVIDUALITY.

















































































































































































