



Lilly Pulitzer®



Lilly Rutzger



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Heritage & Story

- NYC to Palm Beach
- Rule-maker. Provocative. Bohemian.
- It all started with a juice stand
- Dresses were made circa 1959
- Influenced the resort *state of mind* and the Palm Beach lifestyle
- Inclusive and aspirational
- Original



Lilly Pulitzer®

We value:

- Our legacy
- The art of the print
- Timeless quality
- The ability to be effortlessly chic
- Innovation, authenticity, and originality
- The resort lifestyle



A story written in the sun
America's first resort
Prints that talk back
Authentic & original
Timeless chic
Life in print

Lilly Pulitzer

Vision: Resort Chic
Fashion for the sun



Brand personality

Wild

Strong
Authentic
"the rules"
Sophisticated
Timeless elegance



Mild

Soft
Original
Bohemian
Loud prints
Takes risks

She's a **complex** girl.

Colors

Lilly Pulitzer



Hot pink

Happy, exciting, youth, feminine smile



Green

Refreshing, energizing, lucky, bright, fresh



Gold

Sun, luxury, chic, fortune, power