

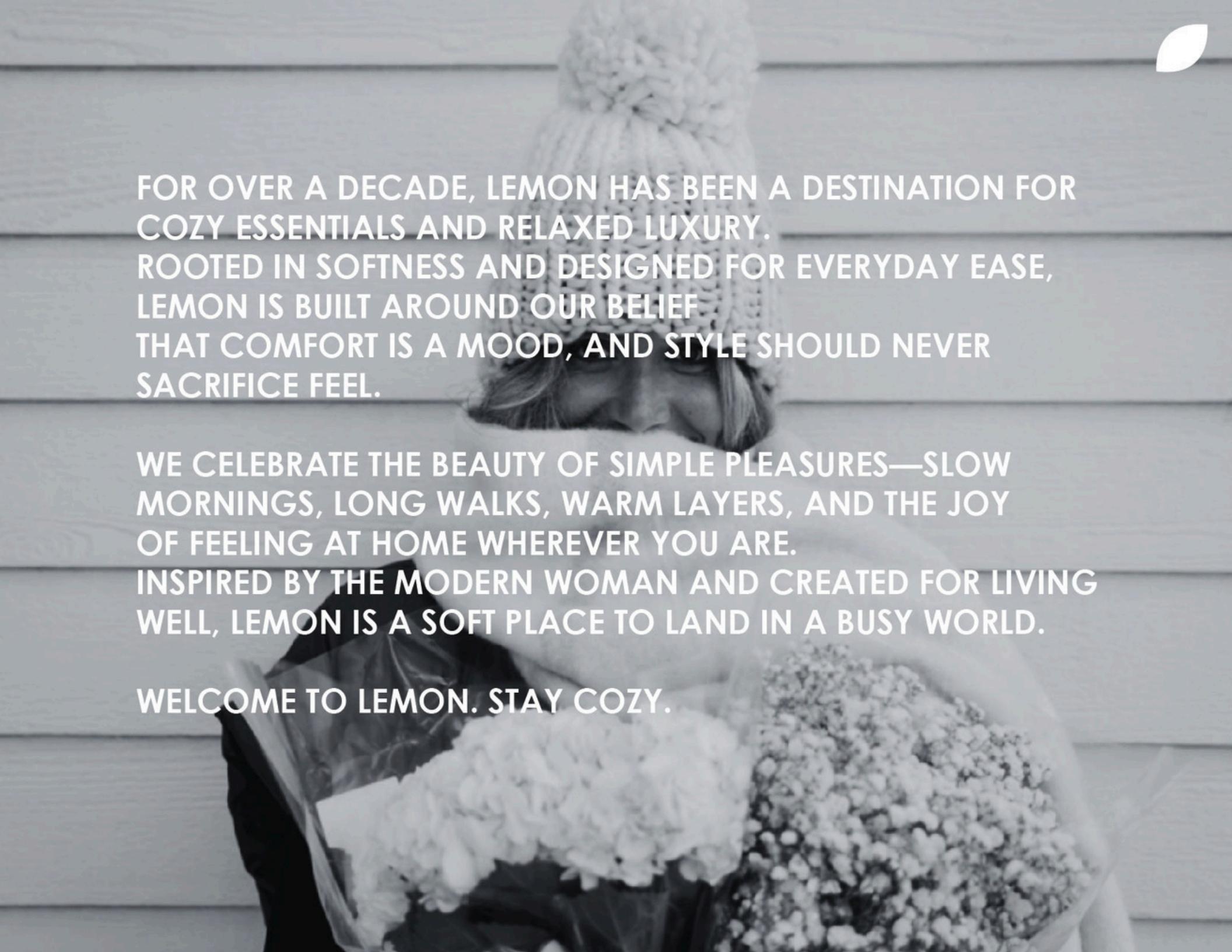


UNIVERSAL

BRAND PROFILE

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Lemon.®



FOR OVER A DECADE, LEMON HAS BEEN A DESTINATION FOR COZY ESSENTIALS AND RELAXED LUXURY. ROOTED IN SOFTNESS AND DESIGNED FOR EVERYDAY EASE, LEMON IS BUILT AROUND OUR BELIEF THAT COMFORT IS A MOOD, AND STYLE SHOULD NEVER SACRIFICE FEEL.

WE CELEBRATE THE BEAUTY OF SIMPLE PLEASURES—SLOW MORNINGS, LONG WALKS, WARM LAYERS, AND THE JOY OF FEELING AT HOME WHEREVER YOU ARE. INSPIRED BY THE MODERN WOMAN AND CREATED FOR LIVING WELL, LEMON IS A SOFT PLACE TO LAND IN A BUSY WORLD.

WELCOME TO LEMON. STAY COZY.



UNIVERSAL

BRAND DNA



To create beautifully soft clothing and accessories that
evoke a sense of cozy, comforting luxury

Softness First

Every piece begins with touch. From plush knits to cloud-like layers, Lemon is defined by its irresistibly soft materials that bring comfort to every moment.

Effortless Style

Lemon blends relaxed silhouettes with thoughtful design details, making it easy to look and feel put together—without ever trying too hard.

Everyday Escape

We believe in small moments that offer calm and comfort. Whether lounging at home or stepping out, Lemon brings a sense of ease and well-being to your daily routine.

Designed for Real Life

Inspired by the rhythm of modern living, our pieces are made to move with you—always ready for whatever the day holds.

OUR PRODUCT





COZY



FEMININE



ORGANIC

Lemon



SIMPLE





DESIGN APPROACH

PRODUCT DESIGN ETHOS

DESIGNED FOR FEELING

Every piece starts with softness—crafted to bring comfort and ease to everyday life. Our product begins with warmth—hand feel, textures, and qualities created to

STYLE-MINDED

timeless, simple, feminine, and quietly elevated

FUNCTIONAL BY NATURE

made to move with you
designed with versatility and
wearability in mind—so you can stay
comfortable at home or on the go

CONSCIOUS CRAFT

thoughtful materials and responsible

ART DESIGN ETHOS

MODERN SIMPLICITY

photography and visual storytelling
that are clean, calming, and
contemporary—designed to let
texture, tone, and feeling speak for
themselves

WOMAN-CENTERED

women deserve the very softest yarns
in all parts of
her life

NATURE-INSPIRED

from shifting skies to organic forms, we
look to the natural world for palettes,
patterns, and aesthetic inspiration

INVITING BY DESIGN

art that feels like a deep
breath—welcoming, expressive, and
always rooted in feeling



ATHLETIC & FASHION SOCKS





GIFTABLES



COZY SOCKS



SLIPPERS



COLD WEATHER ACCESSORIES



TIGHTS & LEGGINGS





LOUNGE & SLEEPWEAR

