



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.



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DNA

A woman with long dark hair is lying on her back on a light-colored, plush sofa. She is wearing a white long-sleeved sweater and white pants. Her legs are raised and bent at the knees, with her feet pointing towards the top right corner of the frame. The background is a plain, light-colored wall. The overall tone is soft and cozy.

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



SIMPLE



PRODUCT DNA

A black and white photograph of a woman with long, wavy hair, smiling and hugging a large, soft bundle of fabric. She is holding a bunch of lavender flowers behind her back. The background is a soft, out-of-focus landscape.

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

