

luel

since 2002



www.luel.it

A woman in a white dress is running on a sand dune. The sky is cloudy and bright. The sand dune is in the foreground, and the woman is in the middle ground. The overall mood is serene and natural.

New Story Of Linen

This year NATURE was our destination looking for inspirations for this collection. When we started the collection it was big PAUSE everywhere so we moved to homeland dunes to catch summer vibes.

The sun, the freedom of movement, massive shapes, this very specific relaxed elegance feeling you get in Lithuania's seaside Nida was perfectly captured for our designers. Imagine if add seaside charm to our quality, our values, our linen, our experience... yes the results is absolutely fantastic ant it's here. Check our new creations!

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Our Mission

Before we came along, linen garments were often folksy, expensive without designer's touch. The best in linen quality and design was often reserved for niche consumers – we are here to change that. With local partners supplying premium-quality linen, our vast know-how, clever pricing and minimalist designs, we have transformed the linenwear market forever. We believe that our premium fabrics and the talent that stands behind our brand are the best we can offer the world. Our mission is to create and deliver absolutely modern, clean-cut and intelligently marketed linenwear. We are here to innovate through ethical production, disrupt traditional fashion price formation and transform your linenwear experience.



Raw Amber

It is a symbol of beauty and attraction.
When you have Amber in your life, you
will have a better appreciation of all
things beautiful.







Black Shades

"There's something about black. You feel hidden away in it." Georgia O'Keeffe







"let the blue sky meet the blue sea and all is blue for a time". Moncy Barbour







About Us

As a family lifestyle business, LueL is run by Jelena and her daughter Sandra. Both talented in different areas and with different generational perspectives to offer, the two have everything that a competitive business demands. Working with high-quality linen and other natural materials, neutral colors, clean-cut lines and a focus on functionality, the two are redefining the modern linenwear aesthetic. LueL remains an independent brand led by Sandra and Jelena who pursue complete transparency in their work and are guided by strict ethical standards in producing each garment at their Vilnius-based atelier. In addition to helping run the family business, Sandra is an avid fashion academic currently studying for a PhD in fashion culture.







Navy Midnight

A deep blue with a pronounced purple cast, midnight navy suggests the glimmer of light shining on a still ocean at night.





Moon Mist

"Aim for the moon. If you miss, you may hit a star." W. Clement Stone



Short story about LueL

Luel is a lifestyle brand founded in 2002 by designer Jelena Vainore- and her daughter Sandra Mockute in her native Vilnius.

Having built an impressive career working with linen and designing clothing, Sandra was ready to start with a clear vision for a powerful brand that could disrupt the linen-wear market with garments that blended traditional craftsmanship with a contemporary cut.

Two seasonless Luel collections a year transformed the image of linen clothing bringing modernity, minimalism and elegance to a market stuck in its own traditions and thirsting for Sandra's fresh ideas.

Because it is a pure, natural and practical material, there is global demand for linen in the womenswear and childrenswear market, and LueL works it guided by the timeless values of style, simplicity and quality, delivering garments with a strong touch of elegance perfect for both leisure and office wear.

With over 17 years of experience, Luel is growing as an affordable alternative for conscious, confident and freedom-seeking women looking to find clean yet innovative designs for both themselves and their children.

LueL's mission and vision have global reach yet our company remains an independent family business that is committed to complete transparency, ethical production and sourcing of only the finest linen from local mills.

We don't deliver trends – we deliver conscious fashion, elegance, quality and the pleasure of being true to yourself.'





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