



LEENA & LU

100% organic cotton

SLEEPWEAR



STORYTELLING

Founded in 2018, **LEENA & LU** combines the best that Peru and the United States have to offer to create luxury sleepwear unlike any other. We have sourced the softest organic fair trade cotton that is not only safer for you and your family, but better for the environment.

Our entire production process is free of chemicals and pesticides, so the sleepwear is not only better for you, but also the farmers, workers, and the world we live in. Organic cotton is naturally hypoallergenic, making it not only less likely to trigger an allergic reaction, but also healing to the skin. Our colors come from all natural dyes and we only produce in small batches, with an intense focus on quality, not quantity.

LEENA & LU is changing the way we view sleepwear. Don't be surprised if you find yourself not wanting to get dressed in the morning! The sophisticated styles aren't just for sleeping, they easily transition into daytime loungewear.

So relax comfortably and sleep well. **LEENA & LU** is taking care of you, with your health and the wellness of the world in mind.

Ofelia and Kathya, moms, sisters and **LEENA & LU** founders.





ETHICAL



NATURE



SUSTAINABLE



NATURAL DYES

ECO FRIENDLY



UNIVERSE





BEHIND THE MAGIC

OFELIA, mother of Santiago and Lucia, moved to the United States upon graduating from college and has worked in communications, PR, and journalism in large urban markets including New York City, Arizona and Atlanta.

KATHYA, mother of Emilia and Natalia, an engineer by training, has more than a dozen years of experience managing worldwide projects and developing successful international businesses.





VALUE PROPOSITION

We provide sophisticated, comfortable sleepwear for women, made exclusively from 100% Organic Peruvian Pima Cotton. Production is environmentally friendly, socially responsible, and committed to the #ethicalfashion #slowfashion movement. From our perspective, quality is far more important than quantity.



VALUES

We have teamed up with a Peruvian based design studio, with a successful history of incubating and supporting start ups and small business.

Also, we have created a partnership with the two organic cotton suppliers in Peru. Both are GOTS (Global Organization Textile Standard) certified to ensure that our products are made with 100% organic cotton and all natural dyes. They have also certified that their cotton is produced under the USDA (United States Department of Agricultural) and NOP (National Organic Program) , to ensure that all organically grown products meet consistent, uniform standards.

We work closely with a small, local manufacturer in Peru, providing local jobs for residents and broad community development and support. And most importantly, we believe in empowering women around the world, and we are passionate about improving their lives. As part of our commitment to provide you with the best organic sleepwear, we are also devoting part of our efforts to provide jobs to the women of the small town where the organic cotton grows.



LEENA & LU



**ECO
FRIENDLY**



**ORGANIC
COTTON**



**EMPOWERING
WOMEN**



**NATURAL
DYES**



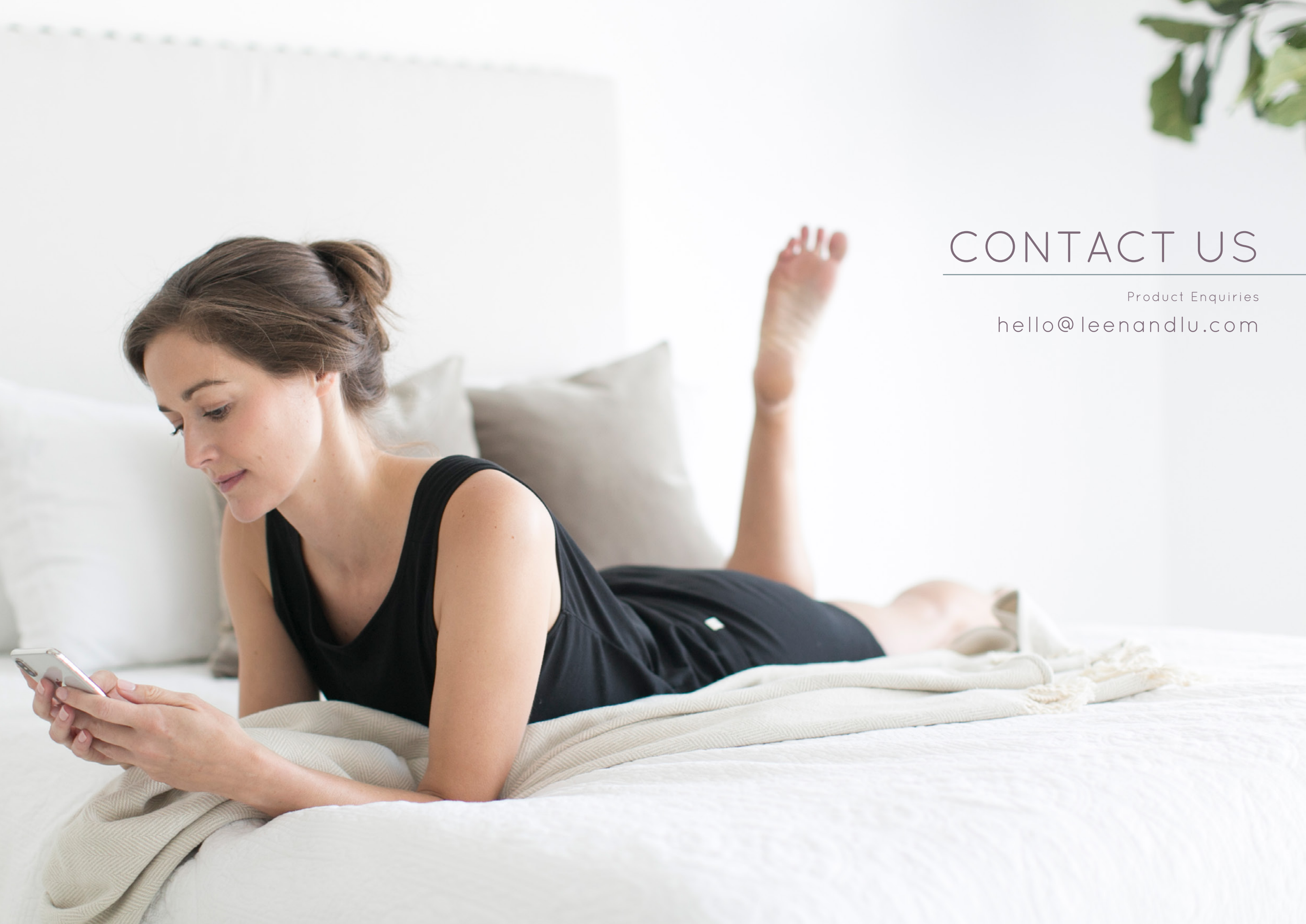
**SUPPORTING LOCAL
MANUFACTURERS**



SUSTAINABILITY AND NATURAL DYEING

Our fabrics are naturally dyed using leaves and flowers from Peru, free from any range of harmful substances usually found in synthetic dyeing processes contributing towards a sustainable world.





CONTACT US

Product Enquiries

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