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## Lilly Pulitzer: Imprinted Forever In Our Hearts



by Rachel Sanzone — 04/14/2015 in Articles, Blog, Fashion

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### Lilly Pulitzer: Imprinted Forever In Our Hearts

The world of fashion has lost yet another queen. When it came to prints, Lilly Pulitzer had a certain *je ne sais qoi* that couldn't be matched. At the age of 81, she has passed. The cause is still unknown but we are certainly in mourning.

Based in Palm Beach, Pulitzer started her career by disguising orange juice stains on dresses. She couldn't have picked a better era to become a master of disguise. In the 60s, fashion was all about cheery, eclectic designs. According to the *New York Times*, Jackie Kennedy Oasis was one of the first women to wear one of Pulitzer's dresses in a magazine. This move put Pulitzer on the map and launched her brand into success. Her line later expanded into men's, children's and home.

We are certainly going to miss her life-affirming attitude but her prints will live on. Her genius thinking that turned a household solution into a major business is forever a reminder that beautiful ideas can start from the smallest places.

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**Rachel Sanzone**

I believe when you're pretty on the inside, you're pretty on the outside but you can't beat that perfect shade of lipstick and eyelashes as big as your dreams.



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