

LISA ROULETTE

by: *Anne Fullem*
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amyjphoto.com

♣ A Passion for Fashion

Local fashion designer Lisa Roulette believes women are the most powerful beings in the world, and is striving to foster their expansion and development through fashion & more.

LAR

"LAR (pronounced "layer") embodies the movement of a woman throughout her day and life. The concept for LAR is based on my own journey and exploration of my inner self. A few years ago I suffered a dynamic series of intense losses. Unfortunately it took tremendous pain and grief to make me realize that we are not meant to let life happen but we are meant to create our own experiences. Through deep spiritual practice I realized that the layers of my being; my heart, my soul and my mind were incredibly powerful and I started to remember who I was. I started to recall my talents and let my heart lead me through an explosive journey of empowerment and freedom. Hence, LAR was born."

✿ *Lisa Roulette*

As Managing Director of Merritt Club Management, Lisa's expertise with multi project development, networking and negotiating has led to a successful career in the automotive, defense and fitness industries. Her passion, however... is fashion. Her Pinterest page is full of exotic fashion inspiration and beautiful fabric creations. According to Lisa... she fell out of the womb in clothes. "Fashion is an art to me. It's the ultimate form of my own self expression. My closet has been my playground for as long as I can remember," she explained. Lisa spent some time at Parsons in New York, and is very fortunate to have developed a great team that helps translate her vision into beautiful clothes. "They are amazing and really believe in LAR's mission to serve and connect other women", she said.

model: Rachel Gildea
Represented by
T.H.E. Artist Agency
makeup: Stacy Leigh
hair: Lisa Jones-Butz
Subtle Rebellion Salon
apparel: LAR
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The obvious part of LAR is the clothing but the meaning of LAR is the woman. Clothing is only as beautiful as the woman who wears it. I see so many of my contemporaries lose site of who they truly are and yet in each one I see a unique gift and talent that they are meant to contribute to the world. So my mission is to help women remember and to move with grace and ease to find themselves once again or flourish from where they are. I could have just bought a few shirts from overseas and slapped a logo on them but that's not how I roll. Everything I do is with purpose, mission and value.

Just like women should move freely and not be confined by external forces I wanted the clothes to be versatile enough to transition from day to night or from office to gym. The line is meant to evoke versatility, little form and a lot of function. The clothes are not yet in production but will be in the near term."

♣ *Lisa Roulette*

The next step for LAR is a social sharing community where women can come together, find resource in one another and begin their creative process. Co-creation is "where it's at" as they say. Lisa believes there is nothing more powerful than women helping women. In the end those women who join the LAR community will help LAR grow into a successful business and LAR will help them move throughout their journey.

How does Lisa describe her own personal style?

"Very high risk, lady like and romantic. Sometimes I need to be tamed." - Lisa Roulette

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