

EXECUTIVE STYLE OFFICE

Stretched Out



Close Quarters: Gillian Rose Kern, left, and Laura Hall at clothing label For Love and Lemons in downtown Los Angeles.



Yoga mats: A yoga instructor comes to the office twice a week to host classes for the staff.

GILLIAN Rose Kern and Laura Hall, co-founders of downtown L.A. clothing label **For Love and Lemons**, grew up together in Jackson Hole, Wyo., so it was a natural fit for the two friends to work together.

Hall said it was a conscious decision to remain physically close, especially as business partners in a creative field.

"Every five minutes we have a question for each other," she said. "That's why we decided to be in the same office. It helps keep a connection with the brand and each other and makes sure we're on the same page."

For Love and Lemons expanded its existing headquarters about four months ago — tearing down its back wall to create a dedicated space for the firm's design studio. The large open space also gave the co-founders an opportunity to carve out a bigger office, sectioned off by a sheer curtain, for themselves.

Hall said the current office is double the size of the original and features new elements such as a seating area to host staff meetings.

She added that one perk is a dedicated fitting area, where the co-founders

can test and alter clothing samples. That space also doubles as a yoga studio, and the executive duo hired a yoga instructor to teach classes twice a week for the staff.

Hall said it's a convenient offering for those unable to go to a gym. Kern added they also wanted to help employees relax.

"Everyone works really hard here," Kern said. "We wanted something to mellow everybody out and to remember to take care of your body and yourself."

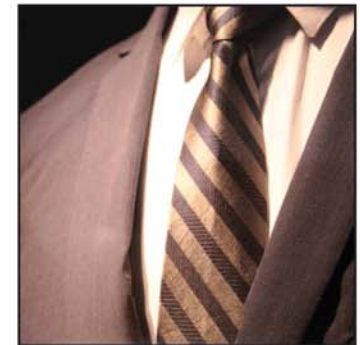
That focus is also exhibited in the décor. For example, the two wanted to keep the color palette neutral with very little clutter.

Kern said she draws her designs in the office and it was important to keep the room bright, cheery and free of distractions.

"It's kind of like our personal space," Kern said. "We wanted to feel very relaxed. To have a bright room is kind of inspiring and (we wanted) an area where we can take a break and chill because we're usually running around the office."

— Subrina Hudson

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'Every five minutes we have a question for each other.'

LAURA HALL
For Love and Lemons

Framed quote:
The statement serves as motivation to be productive.



Photo: An image from the company's first photo shoot.

Moose antler:
Kern and Hall said the antler is a reminder of their hometown: Jackson Hole, Wyo. It's even in the company's logo.



Alteration supplies:
Fittings are done inside the office of Kern and Hall.



Folded In: Firm's dedicated space for fittings and yoga.