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Luck Women's Boutique opens in Lafayette

By Jenn Freedman



Photo Jenn Freedman

Lafayette gained a new luxury women's (and girls) clothing boutique Jan. 8 when local mom Lorin Platto opened Luck. A recent East Bay transplant from San Francisco, Lorin was inspired to bring some of the city's boutique culture to Lamorinda. "I have loved fashion all my life and have always wanted to open a boutique ... and I am not getting any younger!"

The store is a high-end clothing and lifestyle retailer with a curated collection of unique brands. "Luck is a women's version of a candy store. Lots of bright colors, beautiful fabrics, and surprises . and when you walk in, you get excited about all of the fun that awaits you in the store," explains Platto.

Current brands include Sundry, Terez, Velvet, Bella Dahl, IRO, 360 Cashmere and more. Inventory is constantly updated, with additional brands coming in this

spring/summer like Current Elliott, LNA, Sea, Warm, Poupette St. Barth and Rachel Comey.

In addition, Luck has a limited collection of girls' casual wear, primarily in sizes 4-10. The store has several mother/daughter brands that share similar fabrics and styles. It will also carry girls' Ancient Greek sandals for the summer and accessories like unicorn rings and hair bows.

The boutique also focuses on customer service: Luck offers ultimate shopping flexibility by allowing Lamorinda customers to pre-shop online, and Luck will deliver the clothing to your doorstep to try on in the comfort of your own home before you commit to buy. Luck will even pick up unpurchased items within three days! To take advantage of this free service, go to lucklafayette.com and fill out the request form or call the store at (925) 385-0732, and the items will be delivered to you within 24 hours.

Currently Luck is open Tuesday through Thursday from 10 a.m. until 3 p.m. and Fridays and Saturdays from 10 a.m. until 5 p.m. Hours may vary in the future, so be sure to check at lucklafayette.com.

Happy shopping!

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