



**Love of
Lemons**
VINTAGE



What a whirlwind year it has been! August marked our first year in our new location—how time flies! It's incredible to think about how far we've come. Our larger space has not only allowed us to expand but also to bring in bigger brands and create room for even more exciting opportunities.

None of this would have been possible without our amazing customers. Your ongoing loyalty, support, and love have truly helped us flourish, and we are deeply grateful to have so many wonderful people walk through our doors.

As we look ahead, we're more excited than ever for what's to come. The journey is just beginning, and we can't wait to share it with you. Keep an eye out—there's so much more on the horizon.

"Reusing where possible and incorporating both old and new pieces into our wardrobes is central to my vision. I love breathing new life into classic items while also appreciating the excitement of a new purchase. This blend of the old and the new defines my approach to dressing." Bex

"We worked with Love of Lemons to produce a film that references the cruise aesthetic of couture fashion, with a subtle nod to our Cornish heritage. We brought together a team of fantastic local creatives to work on this project; bringing their skills together to create something truly special for Love of Lemons" - Ben Battell, Director of Salt & Gorse LTD



Article supplied by Love of Lemons, stills by @samrogerss and BTS @jw.photolens



ON SET WITH
Love of Lemons
 VINTAGE

Love of Lemons is thrilled and proud to announce the release of their first brand film. Director Ben Battell from Cornwall based creative production company Salt & Gorse Ltd, takes the viewer on a cinematic journey that captures the passion and inspiration behind Love of Lemons and reflects the core of the brand, showcasing how classic styles harmoniously coexist with contemporary elements. This milestone follows the tremendous success of the first three years since the shop opened its doors.

The film showcases a clash of decades, which neither the less seamlessly blend to reflect the essence of the brand. While the models are young, the narrative highlights the transgenerational appeal of Love of Lemons. Stocking a thoughtfully curated mix of vintage clothing and new brands, Love of Lemons caters to a diverse range of tastes. Whether you prefer romantic, softer styles or bolder, edgier, and slightly masculine looks, you'll find something that suits your style perfectly.



Love of Lemons carefully sources brands that align with their values, ensuring sustainability, ethical practices, and a rich history are integral to every selection. The brands they stock are all meticulously handpicked, with thorough consideration given to their origin and background. By selecting products that resonate with the brand's ethos and staying true to the core values of Love of Lemons, the team effortlessly curates a unique collection. Their buying approach emphasises what the team genuinely likes, embracing



purchases. This mix of vintage and contemporary clothing, which is showcased throughout the film, captures the true spirit of Love of Lemons.



The film is a heartfelt ode to our customers, who have been the foundation of our journey.



individual style without compromise. This thoughtful curation ensures that every product not only meets high standards of quality and sustainability but also tells a beautiful story.

The film embodies a deliberate approach to slowing down fashion by featuring a blend of vintage and contemporary clothing. Love of Lemons is committed to reusing items where possible and integrating both classic and modern pieces into wardrobes. They are passionate about revitalising timeless garments while also appreciating the excitement of new

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SALT & GORSE

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