It is our pleasure to introduce the LUBA girl...

She is feminine. She is a woman who absolutely loves being a woman. She dresses well, of course, but she also has style...a style of soul that she can’t help but literally wear on her sleeve. She never stopped playing dress up; as the years passed she just got better at it. She’s a bit of a romantic but still sharp and quick-witted. She loves the same way she laughs—out loud. She walks with poise and speaks with understanding.

She is kind and patient. She loves to be social but basks in her independence. She is generous, of both her time and spirit. She is captivating, charming, and confident but never cocky. If she’s not running a company, she’s running a household, each with equal vigor and pride. Her energy is magnetic and her talent undeniable. She’s proud of herself and her accomplishments and wakes up each day to make the impressive women who came before her and those who will come after her proud too.

You can find her dancing at her sorority formal, toasting at her rehearsal dinner, making reservations for her and her husband’s first date night since the baby was born, having brunch with her best friend of thirty years, or packing for the cruise she is taking to celebrate her retirement. You can find her by looking contently in the mirror. She is ageless. She is timeless. She is you and she is me.
Luba was Hannah’s late grandmother. It is her legacy that inspires the brand still today. She survived the Holocaust and immigrated to America after WWII in search of refuge. She found it here but only because she found it first within herself. Without knowing anyone in this new place, let alone the native language, Luba built a beautiful life for herself and her family. Her journey of courage and fearlessness inspired Hannah to take her own leap of faith—starting a clothing label in Denver, CO at 25 years old—and inspires each woman who wears LUBA to do the same. After all, a woman in the right outfit can conquer the world.

LUBA is a brand by women and for women. Our designs accentuate and celebrate the power of femininity. We hope to outfit each woman not just with what she needs but what she deserves. She needs to wear clothes. She deserves to wear stretch silk linings, french seams, and fabrics sourced from all over the world. She deserves to spend her valuable income on a piece of clothing she can feel special wearing for all the important moments of her life, maybe even a piece that her daughter and granddaughter can also feel special in for years to come. She deserves something as ornate as she is. She deserves an experience, an heirloom, a treasure.

Each LUBA piece is made here in the United States using only the highest quality of goods. It is our attention to detail, handpicked luxury fabrications, and timeless designs that make LUBA the wardrobe utopia of the modern woman.

“Clothes aren’t going to change the world, it’s the women who wear them that will.”
-Anne Klein

The Brand

When Generations Collide...

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Meet the Designer: Hannah Payne

I didn’t fall into the fashion industry; I’ve been dreaming about this my entire life. Since I can remember I’ve been putting together outfits. At 5 years old, I was choreographing fashion shows for the neighborhood girls. I insisted on party dresses, shiny shoes, and big bows for every occasion.

Later that year I was volunteering at a domestic violence shelter and realized the need for more awareness and more funding. I knew then I wanted to create a business that not only supported women but also gave back to all women.

Luba By Hannah Payne was launched in New York in 2015. I am so grateful and blessed to be doing what I love most, creating beautiful clothing, and sharing LUBA love with the world.

Hannah Payne received her Associates Degree in Fashion Design from Parsons School of Art and Design in 2013. While in New York City, she interned at Vogue and worked alongside Naeem Khan. Her designs have been featured in Vogue Italia and the Los Angeles Times. She speaks frequently at women’s conferences across the country and is featured even more frequently in publications dedicated to women’s empowerment.

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“A woman doesn’t need to dress masculine to be taken seriously. There is power in femininity.”

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Hannah with her two year old daughter, Celine, at Christmas 2017 | Hannah draws inspiration from past and future LUBA girls as she designs. Being a daughter, sister, and especially mother are some of the identities which Hannah holds closest to her heart.
All you need is LOVE

Did you know that there are more animal shelters than women’s shelters in the United States? It was with this shocking insufficiency in mind that Hannah developed the LOVE Fund in conjunction with her clothing brand. A portion of LUBA’s proceeds are donated to this fund which benefits women’s shelters across the country. Our goal is to empower women of all walks of life through LOVE.

The creation of the LOVE Fund was inspired in 2011 while Hannah was volunteering at a domestic violence women’s shelter in San Diego, CA. She quickly learned that between 10 and 20 women were turned down by the shelter every day simply because they did not have the capacity or resources to house them. She also quickly learned that to actually break the cycle of domestic violence requires more than a one or two night stay in a shelter. It requires a long term rehabilitation program where a woman can finish her education, learn a trade, find employment, and eventually become emotionally and financially self-sufficient. These programs require even more resources and funding.

Just a few of the inspirational women who comprise the diverse and talented LUBA team. 100% of proceeds from the “love” shirt are donated to the LOVE Fund. A fun graphic tee with a powerful message; it is a wardrobe staple. Always available for purchase online at www.shopluba.com
Welcome to La La Land

The Spring/Summer '19 collection pays tribute to the legendary Beverly Hills Hotel and the playful spirit of old Hollywood. Inspired by all the leading ladies of Tinseltown, and the playground that is Los Angeles, this collection revives the style of an iconic generation. Embroidery, bright colors, fun prints, and the sleekest silks personify these celebrated starlets.
Who doesn’t love a classic structured denim? Especially when it hugs you in all the right places. These best-sellers are a no-brainer.
We are honored to present The Paige. Hannah designed this particular dress in honor of her dear friend, Paige Stables. At the age of 27, Paige was diagnosed with breast cancer. After surgery and countless doctor’s appointments she has overcome the worst of her diagnosis. She lives in New York City where she is the Beauty Assistant at Hearst Magazines. Her heroine story particularly resonates with LUBA. We hope every LUBA girl who puts on The Paige will channel the badass girl power stitched right into it's seams.

Turning the *Paige* on Breast Cancer

Green is the color of life and vitality. It signifies growth, renewal, and harmony. Often times it is associated with the biological and natural world. Not to mention, it is Paige’s favorite color!
Must Love Gingham

How to pick just one? Gingham is the perfect print for the woman who thinks she “can't do prints.” It’s subtle and simple enough to wear with anything for any occasion but trendy enough to freshen up any wardrobe. Start by mixing and matching with some solid staples and the possibilities are endless!

Donna Jumpsuit $348

Elm Top $290 | Elm Pants $278

Crescent Top $258 | Crescent Shorts $198
Always Leaf Them Wanting More

We couldn’t claim inspiration from the Beverly Hills Hotel without making our very own signature banana leaf print to match the infamous Martinique wallpaper adorning the hotel’s halls. Our logo, hidden among the leaves, blends right in but you’ll stand right out!
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<tr>
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A Girl and Her Polka Dots

Rita Dress $550 | Taylor Dress $550

Garland Dress $328

Wilshire Jacket $368 | Club Top $268 | Wilshire Shorts $198

Melrose Jumpsuit $420

Ava Dress $328
White Out

It's a precious stretch of time that you can wear white so we're going all white everything. We love these flattering and elegant ensembles to wear for all of your white-hot occasions. Brides-to-be rejoice!

Vivien Top $278 | Vivien Pants $298

Beverly Dress $398
Greystone Dress $498

Grace Dress $398