

LUMO Clothing Ltd.

About

LUMO are a Chichester based company who produce stylish jackets and bags incorporating subtly in-built LED lights to improve the visibility of cyclists in low light conditions.

The company was born after a city cyclist was knocked off his bike due to poor visibility. After some research, he discovered that road traffic accidents in dark conditions are twice as likely to result in fatalities, yet less than 30% of cyclists wear high visibility (hi-vis) clothing. Safety concerns are the number one barrier preventing more people commuting by bicycle but the low take up of hi-vis clothing is because of image concerns. LUMO resolves this issue by providing jackets and bags that make the wearer visible on their journey and stylish at their destination.

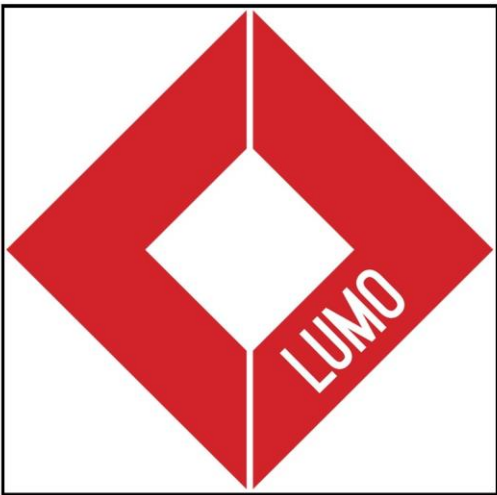
The Grant

LUMO has been awarded a grant of £34,222 which will enable them over time to create 8 new jobs and to safeguard 2 further jobs.

In order for LUMO to grow and export they need to develop an impactful trade show stand as well as point of sale material to go into retail stores to help explain their product range.

The grant funding has been invested in buying international trade show and POS material and upgrading the storage and security systems in their warehouse in order to enable them to store more stock securely.

£41,594
Grant Funding



8 new jobs
&
2 safeguarded jobs



Doug Bairner, MD, said: "The Grant has enabled LUMO to build a trade show stand that has allowed us to showcase the brand at both the London and Berlin Bike Shows. The interest from media, trade and consumers has been way beyond what we would have been able to deliver otherwise, and has helped us to gain new press coverage, wholesale and retail customer. Without the grant, this simply would not have been possible."

