

ON THE SURFACE, it's just a t-shirt, though a very soft and comfortable one. But a Starr Luna tee represents a lifestyle and a charge to all women to live comfortably; to be true to themselves; and to live with no regrets, all common mottos used by the company.

Mother-daughter team Mary Ann Casey and Starr Ver Meulen created Starr Luna almost three years ago after a shopping trip. "We couldn't find a tee we liked and had talked for a long time about doing our own designs on tees so it was time," Casey says. To follow their own advice, to be true to themselves and to live with no regrets, they pursued their vision and started Starr Luna.

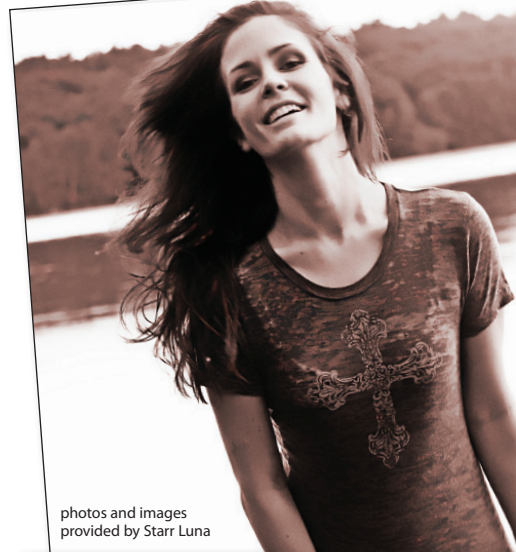
If anyone could succeed in such a venture, it would be this pair. Casey is an artist born in Houston County, Alabama, and Ver Meulen is an apparel merchandising graduate from Auburn University and was a model before the birth of the first of four children. "We both enjoy fashion," Casey says. "Starr and I designed and sewed many of her dresses when she was growing up."

Casey has always channeled her passion toward nature, family, and faith through painting, sculpting, creating crosses made with recycled materials, and jewelry as well as other design. It was only natural that she would use some of her artwork as inspiration when creating one-of-a-kind tees for Starr Luna. "We have always been drawn to crosses," says Ver Meulen. "We were already making cross wall art so it was a given that our designs would start with a cross."

Since then, they've added a spectrum of graphics including chandeliers, crests, peace signs and fleur-de-lis to name a few. They all have an earthy feel about them and most are natural colors grey, mushroom, white, brown, and green with the exception of a soft pink and vintage red. "We've collaborated on

A TERRIFIC TEE

BY JENNY WATKINS



photos and images provided by Starr Luna



the Lucky May listings

Atlanta

An excellent new decor source, cool retro T-shirts, plus special deals for Lucky readers. By Amy Hurry

resident talent

ann roth

"I love the classic wedges and heels from the '60s and '50s," explains Kennesaw-based shoe designer Ann Roth of her line. "But I add a night-time twist to classic heels." The 32-year-old—who began sketching footwear in her bedside journal four years ago and launched her label in 2006—gives her designs a chunky, neo-retro quality, catering to the woman who likes to dress right, needs to be able to walk to the car, and, look-wise, has that good-old-school sex appeal that is an ever-constant fantasy. "I imagine a woman—call it Bettye Barfoot or a girl in a top-spiced the vogue, and she'll be a Muse as an actor along the coastline of Bettye wearing top-spiced the vogue," says Roth. Prices range from \$125 to \$145. available at annrothshoes.com.

the lowdown...

hot item

We adore the new-never-seen-of Starr Luna T-shirt (S242 to S353), designed by mother-daughter duo Starr Vermeulen and Mary Ann Casey. Our pick: an intricate fleur-de-lis pattern all-screened on vintage-style-knit t-shirt.

recently open

Brookhaven's newest addition, The Mercantile (1430 Devon Dr., 404-906-0001) answers its list of night-after lunch gifts, and home goods previously only available to the trade—in order living-room the vign.

local break

Lila

THE MAGAZINE ABOUT SHOPPING AND STYLE

Lucky

651 FRESH IDEAS

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designs and what we feel other women would like," says Ver Meulen.

The best part about the tees is their fabric. "All tees are on an amazing soft chic, edgy burnout fabric," says Ver Meulen. They are incredibly soft and worn-looking.

"The material isn't old, but it's

chemically-processed to look old," Casey says. "We tried regular cotton, and they don't sell like the vintage feel and look does. That is what people want, and that is what we like to wear."

Both Casey and Ver Meulen value comfort, love and motherhood, and they

hope to convey those ideals through their line. "Old jeans that are worn and torn are comforting," says Casey. So are her father's worn undershirts that she snuggled with after he passed away. "That is the feeling that we wanted to recreate," she says.

Starr Luna tees have a natural feel (some are even made with organic cotton) and are not overstated. "They are for women who are free and natural," Casey says. And because of the variety of designs and colors, there is something for everyone. Their tees appeal to females younger than 10 to 80. They can be paired with jeans and heels or with a skirt and boots or flip flops. "We have the rodeo look, yoga look, so many looks," Casey says.

To accompany the tees, Starr Luna has now expanded its product line to include accessories like belts, caps, scarves, bags, pillows and greeting cards.

The products speak for themselves. Casey and Ver Meulen have succeeded in placing their line in approximately 400 shops in the United States and in the Caribbean. Of those locations, tees are sold locally at Cutie Pie, Spa Auburn and Wrapsody in Auburn and Cloud Nine in Alexander City. The line is gaining publicity fast, and tees can be found in several publications including Skirt and Lucky. Celebrities have even discovered Starr Luna products including actress Eva Longoria, who sent Casey and Ver Meulen a hand-written letter about their cross tee.

The mother-daughter pair is thrilled about Starr Luna's success and hopes to encourage other women to pursue their dreams as well. "We truly believe that women empower women," says Casey. "We hope to encourage women to pursue the things they want to do and to know their passions."

To find a store location, visit starrluna.com.

Kathy Powell WM Harrison Interiors