



## Sewing Her Way to Stardom

STORY BY LESLIE K. HUGHES

**W**ITH CREATIVITY RUNNING THROUGH her veins and serious sewing skills to boot, Uyen Carlson was not about to let her baby boy, Crew, be draped in any drab run-of-the mill clothing. Instead, she decided to start sewing hip clothes for him one year ago, never expecting that her hobby would soon become a booming business.

Carlson's baby clothing company, Crew & Lu, started humbly with Carlson Instagramming pictures of her son in her handmade clothes. After requests from friends to sew clothes for their children came pouring in and the demand for her stylish garments grew, it was time to establish an official business. The name Crew & Lu is a fusion of the names in the Carlson family: Crew is the name of her son; and Lu is the first letter of her husband's name (Lance) paired with the first letter of her name (Uyen). Adding even more depth to the Crew & Lu name, Carlson had her second child this past Mother's Day and named her Ella Lu.

In addition to caring for two children and running her own business, Carlson coaches ice skating, something she has done for a number of years. Growing up in the Valley as a dancer and an ice skater, Carlson has always had a love for fashion and the costuming involved in both activities. She began by sewing her own costumes, and as she evolved into a coach, furthered those skills by sewing costumes for her students. Carlson decided to take it one step further by sewing clothes for her son, Crew, and the rest is history.

The first item that Carlson created for her son was a pair of leggings, which today, along with her famous moccasins, is the most coveted item in her shop. Her line has expanded to include a variety of adorable attire, all of which is produced solely by Carlson and one seamstress. "Hopefully in the future I can expand," Carlson says. And with a 13,000-person-and-growing Instagram following, Carlson plans to increase production. That additional inventory would include clothing that goes beyond her current up-to-24-month pieces; Carlson is currently patterning clothing catered to children up to age five. Expect to see pieces that reflect Carlson's take on the golden oldies: "Fashion is just an evolving timeline of the same thing. It's fun to create existing pieces but put my twist on it." ■

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