

Introducing LAUDE the Label

New name, same vision of impact.

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As we continue to commit to progress toward racial equality and human rights through several initiatives, we've come to recognize that it's time to take a hard look at our brand name in an effort to ensure that it reflects our values and meets the expectations of our beautiful and diverse community worldwide.

Over 6 years ago, the naming of our company was rooted in our desire to mobilize a global community centered around the preservation of culture through opportunity and dignified employment. Although Tribe stood to represent a sense of shared community for our worldwide brand, we understand that the term has no consistent meaning, and carries misleading historical and identity assumptions blocking accurate views of cultural realities. We now deeply understand how the use of the word tribe can promote misleading stereotypes, and because of this have made the hard, but necessary decision to change our name. Our company has always strived to honor all people through our business practices, but we recognize that our brand name fell short of that intention, and for that we are deeply sorry. We're thrilled to move forward with a rebrand that represents our social and environmental commitments, and honors all that engage in the conscious lifestyle experience we work endlessly to foster.

As a company, we intentionally aim to move the fashion industry toward a more humane approach where the earth and the maker are honored at every level. Honor is a word that resonates deeply with our team, and it's an intention that we strive to represent in all aspects of our work.

We are proud to reintroduce ourselves as LAUDE the Label, a brand committed to representing honor at the highest possible level. LAUDE (lôd) is derived from the Latin word laudere, meaning 'to honor'. We chose this name out of our intention to honor the earth, honor the maker, and honor the community that walks alongside us in this mission.

We want you to know how much your support has meant to us over the years, and to assure you that though our outward facing name will be different, our inward commitment of delivering ethical, sustainable and luxurious fashion that honors the earth and the maker will continue on. We're excited for this new step forward and grateful for many years of growing and learning so that we could arrive at this moment together.

Onward, with honor.



Carly Burson
Founder & CEO