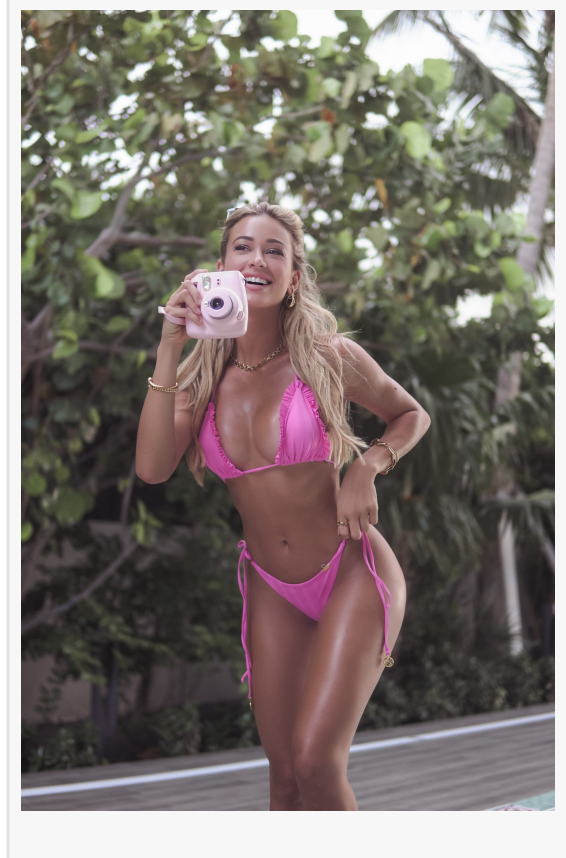


Luli Fama Kicks Off The Breast Cancer Awareness Month Campaign, "Luli Goes Pink"

MIAMI, FL, USA, October 14, 2020 /EINPresswire.com/ -- [Luli Fama](#) Swim and Resort-wear, a globally recognized luxury swim and resort-wear brand, has launched the its 2020 October Breast Cancer Awareness Campaign "[Luli Goes Pink](#)". Luli Fama has partnered with the [Susan G. Komen](#)® foundation, the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer.

From Sunday, October 4th through the 31st. Luli Fama has taken a stand against this disease with the beauty, style and grace that all our Luli Babes personify. Every purchase made from our Luli Goes Pink Collection during the month, Luli Fama will donate a percentage of the proceeds to Susan G. Komen® to ensure access to breast cancer screening and diagnostic services, connect patients to needed care, and conduct breakthrough research.. With any purchase from the "Luli Goes Pink" Collection over \$100 , customers will receive a Gift with Purchase of the Rose metallic face mask, to help fight the spread of COVID-19.



"Luli Fama loves creating swimwear that helps women of all ages, shapes and sizes embrace their curves and show off their sense of style. We also care deeply about women's health, so creating a collection of sizzling pink bikinis for Breast Cancer Awareness Month was a natural fit for us." said Lourdes Hanimian, Co-founder and Designer of Luli Fama Swim and Resort-wear Brand. With so many cases of Breast Cancer globally, our team is committed In doing our part in funding Breast Cancer research and helping breast cancer patients and their families find strength

About Luli Fama:

Founded in 2003, Luli Fama is an internationally known, women's luxury swim and resort-wear brand known for its universally flattering fit and vibrant hues. The sophisticated and stylish designs are made from exquisite shape- enhancing fabrics that accentuate a woman's figure and

highlights her best features. As a global industry leader, Luli Fama is sold across 80 countries and in the world's most reputable and luxurious department, boutique and online retail stores. As Luli Fama continues to expand into new markets, the brand continues to maintain its rank as the "celebrity-favored swimwear brand".

For Additional Information: Christy Valencia, Branding & PR Director, Luli Fama Swimwear 8785 NW 13 Terrace Miami, FL 33172, Christy@lulifama.com

About the Miami/Ft. Lauderdale Affiliate of the Susan G. Komen® For the Cure:

Susan G. Komen® is the world's leading nonprofit breast cancer organization, working to save lives and end breast cancer forever. Komen has an unmatched, comprehensive 360-degree approach to fighting this disease across all fronts and supporting millions of people in the U.S. and in countries worldwide. We advocate for patients, drive research breakthroughs, improve access to high-quality care, offer direct patient support and empower people with trustworthy information. Founded by Nancy G. Brinker, who promised her sister, Susan G. Komen, that she would end the disease that claimed Suzy's life, Komen remains committed to supporting those affected by breast cancer today, while tirelessly searching for tomorrow's cures. Visit komen.org or call 1-877 GO KOMEN. Connect with us on social at ww5.komen.org/social.

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