

HR 8021

2024

1 House Resolution

2 A resolution designating February 21, 2024, as "Lilly
3 Pulitzer Day at the Capitol."

4
5 WHEREAS, in 1959, Lilly Pulitzer was a stylish Palm Beach
6 hostess and socialite whose husband owned several Florida citrus
7 groves, and

8 WHEREAS, Lilly Pulitzer wanted a project of her own, so she
9 opened a juice stand in Palm Beach, and

10 WHEREAS, Lilly Pulitzer's business was a hit, but squeezing
11 oranges made a mess of her clothes, so she asked her dressmaker
12 to make a juice stand "uniform," and a comfortable, sleeveless
13 shift dress was made of colorful printed cotton, and

14 WHEREAS, ever since, Lilly Pulitzer designs have become
15 iconic for their casual glamour, vibrant optimism, and endlessly
16 joyful spirit, and

17 WHEREAS, Lilly Pulitzer's core values, which are rooted in
18 a bold, original, and inclusive brand outlook, define how the
19 brand does things *The Lilly Way*, and

20 WHEREAS, Lilly Pulitzer was one of the earliest female
21 entrepreneurs in the fashion industry and the originator of
22 American Resort wear, and

23 WHEREAS, today, Lilly Pulitzer's spirit is reflected in the
24 brand's distinctive prints and lively colors, with the goal to
25 inspire everyone to shine bright and stand out, and

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26 WHEREAS, in 2023, Lilly Pulitzer was recognized as a
27 Florida Women's Hall of Fame honoree, and

28 WHEREAS, Lilly Pulitzer created a new way of dressing that
29 has endured for generations and celebrates looking as good as
30 you feel, NOW, THEREFORE,

31
32 Be It Resolved by the House of Representatives of the State of
33 Florida:

34
35 That the Florida House of Representatives designates
36 February 21, 2024, as "Lilly Pulitzer Day at the Capitol."