

# LORI COULTER

WRITTEN BY SUSAN FADEM • PHOTOS BY KATHERINE BISH

>> **Lori**, age 32 and president and CEO of Lori Coulter TrueMeasure, came up with taking 3-D digital body images to produce made-to-measure women's swimsuits.

**INSIDE** • 1,200-square-foot garden-style condo • within 1937 building in Clayton • original, scalloped plaster ceiling moldings that resemble the edging on a petticoat or party dress • original oak floors, now lightened, and nearly 7-foot-tall fluted columns that hold one light bulb apiece

**NOTABLE** • Lori met Kelly Coulter, now 37, when both were MBA students at Washington University. They married almost five years ago and have a 17-month-old son, Devin. Kelly works for a Fortune 500 company here. "I'm a mom and a wife, then an entrepreneur. Fashion design helps me feel fulfilled and express myself," Lori says:

## Is this a family home?

I bought it shortly after I got my MBA in 1999. I was single at the time and never expected to have a baby or a family here. Originally, the nursery was the office where I started my business (now headquartered in the Loop). The space has evolved to accommodate my family.

I call it soft contemporary. But my wedding china — Royal Worcester, Diplomat pattern — is very traditional. I love the contrast. I feel I could serve the President on these dishes — not that we've had time since the baby was born — and feel good about it.

## How do you describe your style?

## Did you paint any of the paintings?

The one of the six women, I did when I was 22 and home for spring break from college. It's especially sentimental because my paternal grandmother was visiting. That was the last time I saw her. We talked as I painted. The picture shows different body types. I've always had a passion for enabling women to be beautiful and happy and supportive of each other.

Caryn Burstein of CLB Designs had the idea to angle the bed. I love it. She and Kim Taylor, who works with her, helped me a lot. My brother, Jonathan Thompson, an architect in Charleston, S.C., made the crib. When he offered, my mother was like, "Oh, no. It's gonna take forever." But he came through. He did a lot of research on safety codes. He used the best woods.

## What about the baby's room?

>> **Next month**, Lori's "perfect-fit" women's swimsuits come to their first Macy's, the one at West County Shopping Center. Delivery of swimsuits is four to six weeks. For information on TrueMeasure, call 314-727-9879 or log on [www.loricoulter.com](http://www.loricoulter.com)





**COZY PAINT** • To Lori, the pale gray walls and darker ceilings make the environment cozy and comfortable. They also give extra pop to the vintage moldings and columns.



**GINGHAM THEME** • Lori's maternal grandmother made the baby quilt to coordinate with the nursery's gingham and toile theme. The cedar chest is another family heirloom.



**SIX WOMEN** • Lori painted this picture during her last visit with her late paternal grandmother.



**BATHING SUITS** • Contestants in the third annual Bathing Girl Review in Galveston, Texas, strike a pose in this 1922 tintype. Lori found the photo at a Maplewood antiques store.