

The Mogul Mom

The Mogul Mom Features...Lisa Moore & Robyn Stevens of Cover Clothing

by Heather Allard on June 13, 2009

What is your name & how many children do you have?

Lisa Moore 3 children ages 6, 3 ½ and 5 months, and Robyn Stevens 3 children, ages 12, and twin 6 ½ year olds

What's the name of your company and the inspiration behind it?

[Cover Clothing](#). Two years ago, we created a sun conscious clothing line as the perfect mix of function and style. We first developed the line, because we wanted a long sleeve swim t that would protect my skin while in the pool with my small children. We are now in our third season which includes swim t's, pullovers, hoodies, dresses, skirts and our new circle scarf that can be worn over the shoulders or back when out in the sun. The line is comprised of fashionable but simple pieces that are designed to flatter women's bodies and be comfortable to wear in and around the water. Our clothes can also be worn for athletics and regular city wear. We carefully produce our pieces in the United States with a special fabric that has been certified SPF 50+. Our fabric creates a physical barrier to harmful UV rays. It is a special weave of "swimsuit" material which is moisture-wicking and quick drying. We love that after we get out of the water and sit by the pool, the long sleeve t remains slightly damp but not weighty, so it actually keeps us cool in the Texas heat while protecting our skin from the sun.

What is your current business struggle?

Time.

What is your current business goal?

Our goal is to move the US toward a skin protection trend. Instead of baking in the sun or donning the tanning bed orange look, we want young women to agree that healthy natural skin is in style.

What one quality do you think is a “must-have” for a mom entrepreneur?

You must be relentless and a perfectionist.

What 1 thing or person has been very instrumental in your success?

Partnership.

What are your 3 favorite blogs?

The Mogul Mom, Pink Memo and Vogue

What is your favorite quote?

“Don’t give up. Never give up.” Yo Gabba Gabba

What advice would you give to a new mom entrepreneur?

Go for it and keep at it.