

Clearly Kosciusko Podcast Series

Celebrates what is unique, what is special what is...Clearly Kosciusko

Episode 9: Luke & Whitney Wright, a Business Built on LOVE & the Importance of Strong Community Support

- MudLOVE founder and owner, Luke Wright said, “Pretty much all I had on me [when Luke started the business] a stamp set, some clay and a mini fridge.”
- With a degree in ceramics from Indiana Wesleyan, Luke set out on a mission to start a business that was built on **love**. For every product you buy from [MudLOVE](#) you give a week’s worth of water through [Water for Good](#), to underserved communities around the world.
- The first MudLOVE bracelet appeared in July 2010. Luke never anticipated having a line of people in his shop for these bracelets. He knew he had something here...
- Luke met his wife Whitney when she moved back to the Hoosier State from California. Originally from Fort Wayne, life brought Whitney back to Winona Lake, and she found Luke who also had a spirit and passion for creating and entrepreneurship. After Luke and married, Whitney, owner of handmade jewelry company, [Bel Kai](#), and Luke’s MudLOVE, came together to form a new gem in Winona Village, [Belove](#).
- Housed in the cozy garage where MudLOVE had its beginning, Belove carries [MudLOVE](#) & [Bel Kai](#) products, curated vintage finds, vendors with a social good emphasis and other lovely giftable finds!
- Luke emphasized the importance of being a community that lifts each other up when people are struggling. Luke and Whitney believe there’s always more that can be done to help one another, so how can we do that together as a community?
- Luke said, “It’s so encouraging as a small business to see people truly invested in the small businesses.”

Check out KEDCO’s Outside the Fishbowl monthly meetup for newcomers to K-County by visiting KEDCO’s [Facebook page](#) for meetup and event updates.

