



Lulus Celebrates Female Friendship With the Launch of First-Ever Out-of-Home Campaign in Major Cities Across the U.S.

April 25, 2024

Large scale brand campaign launching on billboards, wild postings, social channels and through influencer activations spotlights the attainable luxury brand's pivotal position of being there for women through all of life's moments

LOS ANGELES--(BUSINESS WIRE)--Apr. 25, 2024-- [Lulu's Fashion Lounge Holdings, Inc.](#) ("Lulus" or the "Company") (Nasdaq: LVLU), the attainable luxury brand for women, today announced the launch of its first major multi-channel brand campaign. Ushering in a new era for the brand with out-of-home ("OOH") advertising, creative social and influencer activations, and experiential marketing and more across key cities across the U.S., the all-new "[Friends for Life](#)" campaign centers on a group of four best friends as they experience a pivotal year in their lives and underscores how Lulus is there for these friends through all of life's moments – from the everyday to the extraordinary.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240425637558/en/>



Lulus' "Friends for Life" Summer Brand Campaign (Photo: Business Wire)

"As a brand built by and for women, we know that there is nothing more powerful than female friendship in all of its forms and our new brand campaign celebrates it in spades," said Crystal Landsem, Chief

Executive Officer, Lulus. "Through the years Lulus has evolved into more than just a shopping destination, we're a steadfast companion in the lives of our customers. This campaign shines a spotlight on friendship and the significance of being present, as we help our customers feel confident, joyful and excited, at every point in their lives."

"The 'Friends For Life' campaign celebrates the beauty of friendship and its essential role in our lives," said Patrick Buchanan, Senior Vice President of Brand Marketing, Lulus. "This campaign is a love letter to all who celebrate with us, embracing all of the pivotal moments and emotions shared while wearing Lulus."

A Campaign for Her

"Friends for Life" campaign focuses on celebrating women during different eras in their lives. As a brand, Lulus is anchored by customer feedback and this unified campaign is a culmination of customer input. Lulus is applying its "test and learn" philosophy to the campaign, testing new OOH opportunities, designing experiential events that celebrate community and bring the brand to life, activating new social and influencer initiatives, and exploring strategic podcast partnerships that align with the Lulus customer. The new campaign aims to accelerate growth for the brand by meeting its customers where they are.

Women Supporting Women

The campaign kicks off with the story of four best friends over the course of a very important year, giving audiences a sneak peek into their lives. Flashing forward through a series of moments, the campaign then showcases how this incredibly tight group of friends are there for one another, through all of their wins and changes – ranging from the excitement of getting ready for a first date to the support needed during a big move. Empowering women to feel their best is at the core of the Lulus brand and the campaign reinforces Lulus' unique position of being there for all of life's moments, big and small.

Hitting the Streets

Lulus' first-ever large-scale brand campaign expands the brand's reach through strategic OOH advertising placements in Los Angeles, New York, Chicago, and Nashville. The campaign will feature statement billboards, digital billboards, and large, strategic outdoor advertisements and wild postings.

Celebrating Community

To celebrate the campaign, Lulus is hosting a series of "Besties That Brunch" consumer activations in four key U.S. cities. Taking over picturesque brunch spots in Nashville, Chicago, Las Vegas, and Miami, Lulus is orchestrating immersive activations in key locations, inviting customers, influencers and community members alike to brunch with friends, shop Lulus and intimately engage with the brand firsthand. Each pop-up will offer fun bites, giveaway opportunities, and photo-worthy moments, while highlighting local women-owned small businesses in the surrounding neighborhood.

For more information on Lulus, please visit: www.lulus.com.

About Lulus

Headquartered in California and serving millions of customers worldwide, Lulus is an attainable luxury fashion brand for women, offering modern, unapologetically feminine designs at accessible prices for every occasion. Our aim is to make every woman feel beautiful, celebrated and the most special version of herself for all of life's moments, big or small – from work desk to dream date, or cozying up on the couch to the spotlight of her wedding day. Founded in 1996, Lulus delivers fresh styles to consumers daily, using direct consumer feedback and insights to refine product offerings and elevate the customer experience. Lulus' world class personal stylists, bridal concierge, and customer care team share an unwavering commitment to elevating style and quality and bring exceptional customer service and personalized shopping to customers around the world. Follow @lulus on [Instagram](#) and @lulus on [TikTok](#). Lulus is a registered trademark of Lulu's Fashion Lounge, LLC. All rights reserved.

Forward-Looking Statements

This press release contains “forward-looking statements” within the Private Securities Litigation Reform Act of 1995. All statements other than statements of historical or current fact included in this press release are forward-looking statements. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause Lulus’ actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. Important factors discussed under the caption “Risk Factors” in Lulus’ Annual Report on Form 10-K for the fiscal year ended December 31, 2023, and its other filings with the Securities and Exchange Commission could cause actual results to differ materially from those indicated by the forward-looking statements made in this press release. Any such forward-looking statements represent management’s estimates as of the date of this press release. While Lulus may elect to update such forward-looking statements at some point in the future, it disclaims any obligation to do so, except as required by law, even if subsequent events cause its views to change.

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