



## Lulus Teams With Levi's® to Bring Even More Iconic Styles to Shoppers Everywhere in Lulus Loves: Levi's® Capsule

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*Teaming up with the iconic denim leader, the all-new Lulus Loves: Levi's® features a number of styles including trucker jackets, jeans, cutoff shorts, jumpsuits, and more available at [Lulus.com](https://www.lulus.com) and in-store on Melrose Avenue in Los Angeles.*

LOS ANGELES--(BUSINESS WIRE)--May 13, 2024-- [Lulu's Fashion Lounge Holdings, Inc.](https://www.businesswire.com/news/home/20240513342863/en/) ("Lulus" or the "Company") (Nasdaq: LVLU), the attainable luxury brand for women, today announced it has entered into an extended partnership with global denim leader Levi Strauss & Co. (LS&Co., NYSE: LEVI) to feature a curation of classic styles for Lulus customers to enjoy. Available online at [lulus.com](https://www.lulus.com) and in-store, [Lulus Loves: Levi's®](https://www.lulus.com) includes trucker jackets, jeans, cutoff shorts, jumpsuits, and more. Lulus Loves: Levi's® is part of Lulus focus on curated edits, which bring together compelling brands that intersect with Lulus core customers, providing them with more options to enhance their shopping experience and make Lulus their go-to shopping destination for all occasions.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240513342863/en/>



Lulus Loves: Levi's® (Photo: Business Wire)

"At Lulus, our goal is to be a one-stop-shop for all of life's most important moments - and there is nothing better than donning a Levi's® classic style to an event, date night or anything in-between," said Laura Deady,

Chief Merchandising Officer, Lulus. "Through the all-new Lulus Loves: Levi's® capsule, we're able to highlight the essential role denim plays in a woman's wardrobe, as well as how it serves as the perfect fashion statement for any occasion. The quality, versatility, and attainability of Levi's® are directly aligned with our brand, and we're thrilled to be able to include what we anticipate to be highly-coveted offerings for shoppers to enjoy on [Lulus.com](https://www.lulus.com)."

Lulus Loves: Levi's® celebrates the most timeless fabric – denim – with one of the most iconic brands to do it, Levi's®. Offering classic Levi's® silhouettes alongside more trendy styles, these everyday denim staples are essential for rounding out the Lulus customer's closet and pair perfectly with the large selection of Lulus separates. The Lulus Loves: Levi's® partnership underscores both brands' dedication to timeless quality and enduring styles, creating a unique shopping experience for fans of Lulus and Levi's® alike.

### URL to IRL

In addition to a dedicated experience on [Lulus.com](https://www.lulus.com), Lulus will also host a denim customization event at its Lulus on Melrose store on May 18, which will feature the Levi's® Tailor Shop on site. From 11 a.m. - 4 p.m. PT, Lulus customers will be treated to complimentary chain stitch embroidery services with the purchase of Levi's® apparel, ensuring that each pair of jeans is not just a piece of clothing but a personalized statement of style.

For more information on Lulus and its new Lulus Loves: Levi's® capsule, please visit: [www.lulus.com](https://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 all of life's fashionable moments. Our aim is to make every woman feel beautiful, celebrated and as if she's the most special version of herself for every occasion – from work desk to dream date or cozied 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](https://www.instagram.com/lulus) and @lulus on [TikTok](https://www.tiktok.com/@lulus). Lulus is a registered trademark of Lulu's Fashion Lounge, LLC. All rights reserved.

### About the Levi's® brand

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in the apparel industry. Our range of leading denim and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. For more information about the Levi's® brand, its products and stores, please visit [levi.com](https://www.levi.com).

### About Levi Strauss & Co.

Levi Strauss & Co. is one of the world's largest brand-name apparel companies and a global leader in jeanswear. The company designs and markets jeans, casual wear and related accessories for men, women and children under the Levi's®, Dockers®, Signature by Levi Strauss & Co.™, Denizen®, and Beyond Yoga® brands. Its products are sold in more than 110 countries worldwide through a combination of chain retailers, department stores, online sites, and a global footprint of approximately 3,200 brand-dedicated stores and shop-in-shops. Levi Strauss & Co.'s reported 2023 net revenues were \$6.2 billion. For more information, go to [http://levistrauss.com](https://www.levistrauss.com), and for financial news and announcements go to [http://investors.levistrauss.com](https://investors.levistrauss.com).

### 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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