



## Lulus Announces New Capsule With Boys Lie, Bringing the Brand to Lulus Shoppers for First Time

May 20, 2024

*Lulus expands stronghold on the bridal category with new "Lulus Loves: Boys Lie" capsule featuring a curated selection from Boys Lie's signature "To Have and To Hold" collection;*

*To celebrate the launch, first-ever live audience recording of the Boys Lie podcast will take place at Lulus on Melrose on May 28*

CHICO, Calif.--(BUSINESS WIRE)--May 20, 2024-- [Lulu's Fashion Lounge Holdings, Inc.](#) ("Lulus" or the "Company") (Nasdaq: LVLU), the attainable luxury brand for women, today announced a new collaboration with renowned clothing brand Boys Lie. The "[Lulus Loves: Boys Lie](#)" capsule introduces Boys Lie to Lulus shoppers and features a new take on Boys Lie's signature apparel, which celebrates healing, confidence, and wearing your heart on your sleeve. Available in limited quantities online at [lulus.com](#) and in-store at Lulus on Melrose, shoppers can choose from a curated selection of hoodies, sweats, tees, shorts, and accessories from Boys Lie's new "To Have and To Hold" collection, which celebrates brides-to-be and is inspired by Boys Lie founder Tori Robinson's upcoming nuptials.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20240520305301/en/>



Lulus Loves: Boys Lie (Photo: Business Wire)

"Bridal confidence extends far beyond the big day—it's about feeling empowered in every moment," said Laura Deady, Chief Merchandising Officer at Lulus. "Our Lulus Loves: Boys Lie capsule celebrates this

sentiment, offering brides playful elegance and everyday style. Boys Lie is a brand that truly understands the power of community and we're thrilled to bring Lulus shoppers a collection that resonates with brides everywhere and inspires confidence for moments, big and small."

### There For All Life's Moments

Since 2019, Lulus has dressed endless brides for all their important wedding-related moments. In recent years, the Company has experienced exponential growth in the bridal, bridesmaids, and wedding guest categories, offering customers an end-to-end wedding attire experience and helping women dress for all of life's important moments. The Lulus Loves: Boys Lie is a limited capsule for brides-to-be, expanding the selection of bridal and bachelorette looks, and will be available on [lulus.com](#) and Lulus on Melrose while quantities last.

"We're so proud to have turned a simple mantra, 'Boys Lie,' into something that represents healing and growth – this new collection celebrates the next chapter for me and for everyone who has ever worn their hearts on their sleeves," said Boys Lie Co-Founder Tori Robinson. "It's exciting to empower people through our brand and even more exciting to expand our community through a new partnership with Lulus."

"We've always believed that confidence is the most powerful tool you can have and we love how Lulus is there for women through all of life's moments," continued Leah O'Malley, Co-Founder at Boys Lie. "The Lulus Loves: Boys Lie capsule truly brings together the best of both our worlds."

### Boys Lie Podcast: Live at Lulus on Melrose

To celebrate the launch and help spread awareness of the Lulus Loves: Boys Lie limited capsule, Boys Lie will hold its first-ever live audience recording of their popular podcast on May 28, taped at Lulus' retail location on Melrose Avenue. The invitation-only event will have Boys Lie founders Tori Robinson and Leah O'Malley hosting captivating conversations and discussing inspiring stories in front of a live audience aimed at empowering individuals to embrace their true selves, regardless of the challenges they face.

### Lulus Loves

The Lulus Loves: Boys Lie capsule is rolling out as part of Lulus' new "Lulus Loves" campaign, which kicked off with an exciting capsule collection with Levi's® in May. The capsules 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.

For more information on Lulus and its new Lulus Loves: Boys Lie capsule, please visit: [www.lulus.com](http://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](#) and @lulus on [TikTok](#). Lulus is a registered trademark of Lulus Fashion Lounge, LLC. All rights reserved.

### About Boys Lie

Tori Robinson and Leah O'Malley are the extraordinary co-founders behind Boys Lie, a renowned clothing brand that has captured the hearts of fashion enthusiasts & brand fans such as Gigi Hadid and Ariana Madix, who hard launched their breakups through the medium of Boys Lie clothing. Tori & Leah's story originated from their own heartbreaks, which led to an unbreakable bond of friendship and the creation of a viral brand. Boys Lie is the physical representation of wearing your heart on your sleeve. Their products stem from overcoming a heartbreaking experience, whether that be

with a significant other, best friend, job or even the loss of a family member. Additionally, the Boys Lie podcast serves as an extension of the brand, amplifying the voices of the brokenhearted, the healed, and the empowered. Through all walks of life, Boys Lie is fostering a community of people who are learning how to heal.

#### **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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