



Lulus Expands Footwear Offering By Welcoming Vans Into All-New “Lulus Loves” Capsule

June 25, 2024

On the heels of partnerships with Levi's® and Boys Lie, Lulus continues momentum by introducing new curated collections of coveted brands to customers in latest Lulus Loves capsule



Lulus Loves: Vans



Lulus Loves: Vans

CHICO, Calif., June 25, 2024 (GLOBE NEWSWIRE) -- [Lulu's Fashion Lounge Holdings, Inc.](#) (“Lulus” or the “Company”) (Nasdaq: LVLU), the attainable luxury brand for women, today announced it has partnered with Vans®, a VF Corporation (NYSE: VFC) brand, to introduce an all new capsule collection of classic Vans styles to customers nationwide. Featuring Vans’ legacy of creative exploration and self-discovery across action sports, music, art, and design, the new [Lulus Loves: Vans](#) capsule not only marks Vans’ official debut to Lulus shoppers, but also showcases the multitude of ways Lulus products can be paired with Vans classic footwear in all of life’s moments. Customers can shop the Lulus Loves: Vans capsule at Lulus starting today.

“At Lulus, we are always looking for inventive ways to energize our customers and our Lulus Loves: Vans capsule is nothing short of that,” said Laura Deady, Chief Merchandising Officer, Lulus. “With this exciting new partnership, we’re showing our customers how easy it is to incorporate Vans essential styles into any of their summer plans - day or night. Being fashionable doesn’t have to mean sacrificing comfort, and we’re so thrilled to enhance the Lulus shopping experience with Vans in this way.”

The addition of Vans to its repertoire expands Lulus’ footwear offerings, providing shoppers with an even wider selection of iconic and fashion-forward options. For everything from al fresco lunches to summer soirees to outdoor concerts or in-office days, the Lulus Loves: Vans capsule will make Vans’ signature styles, including its classic Old Skool sneakers, versatile Slip-Ons, and more, available to Lulus shoppers to complement their summer dressing needs.

Lulus Loves

Lulus Loves 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. Additional brands featured in the series include Levi’s® and Boys Lie, with additional brands to be announced later.

For more information on Lulus and its new Lulus Loves: Vans capsule, 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 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 Lulu's Fashion Lounge, LLC. All rights reserved.

About Vans

Vans®, a VF Corporation (NYSE: VFC) brand, is the original action sports footwear, apparel and accessories brand. Vans® authentic collections are sold in more than 100 countries through a network of subsidiaries, distributors and international offices. Vans® has more than 2,000 retail locations globally including owned, concession and partnership doors. The Vans® brand supports the journey of creative exploration and self-discovery across action sports, music, art and design, delivering progressive platforms such as Vans Pipe Masters and Vans' cultural hub and international music venue, House of Vans.

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.

Contact

Abbygail Reyes
Vice President, Communications
press@lulus.com

A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/4decb8d0-42fc-47a0-b130-52e8344f2201>