



Lulus Unveils New Brand Campaign to Expand Market Presence and Deepen Customer Loyalty

March 6, 2025

Multi-Phased Out-of-Home (OOH) Campaign Celebrates Women, Confidence, and the Power of Dressing for Life's Moments

LOS ANGELES, March 06, 2025 (GLOBE NEWSWIRE) -- [Lulu's Fashion Lounge Holdings, Inc.](#) ("Lulus" or the "Company") (Nasdaq: LVLU), the attainable luxury brand for women, is unveiling a bold new multi-phased brand campaign designed to strengthen its position as the go-to dress destination. Spanning three months and kicking off during International Women's Month, the campaign is dedicated to the women of the brand and will drive brand affinity, customer engagement, and long-term loyalty through a compelling mix of emotional storytelling, product-driven messaging, and cultural relevance. The first part of the campaign will launch on March 7, 2025.

"Lulus is a brand built by women, for women, and everything we do, we do for her—our customer," said Crystal Landsem, Chief Executive Officer at Lulus. "This campaign reflects a strategic investment in long-term customer engagement, reinforcing our presence in the dress market while building a deeper emotional connection with our audience. We are not just selling dresses; we are creating experiences that drive brand loyalty and lifetime value."

As Lulus continues to expand its market presence, this campaign represents a key investment in brand equity, aligning with the Company's growth strategy by deepening its relationship with both existing and new customers, enhancing brand perception, and driving incremental demand for Lulus' signature dress assortment.

"At Lulus, we are continuously evolving—it's essential in today's crowded marketplace to reach new customers and meet their changing needs," said Patrick Buchanan, Senior Vice President, Brand Marketing, Lulus. "We're building on the momentum of our last brand campaign, where we saw great success expanding our presence beyond digital channels. This campaign is especially exciting, featuring our Lulus team, the return of customer-facing activations and events, exciting influencer collaborations, and expanded out-of-home marketing. Our past initiatives have proven that a diversified strategy creates a lasting impact, deepens brand affinity, and strengthens our community in powerful ways."

"We Are Lulus" – Celebrating the Women Behind the Brand

As a brand built by women, for women, Lulus is spotlighting the talented team behind the scenes with "We Are Lulus." The campaign kicks off alongside International Women's Day and Employee Appreciation Day, giving customers a behind-the-scenes look at the employees highlighting the creativity and dedication that bring Lulus to life.

Multi-Phased Execution: Scaling Engagement

Lulus has built its success on an efficient, data-driven merchandising model that delivers on-trend, high-quality dresses at accessible price points. The campaign expands upon that foundation by reinforcing the brand's unique positioning in the dress category through a combination of community-driven storytelling and product-first marketing.

Each phase of the campaign will align with key consumer touchpoints and purchase behaviors, focusing on moments in a woman's life where fashion serves as a catalyst for confidence and celebration. Through a mix of paid, earned, and organic media strategies, Lulus will leverage its engaged customer base, robust digital platform, and strong influencer network to amplify reach and impact. By strategically aligning campaign phases with consumer shopping trends and high-engagement periods, Lulus aims to drive sustained demand, strengthen brand recall, and maximize return on marketing investment.

Expanding Reach Through Out-of-Home & Market Expansion

As part of its multi-channel strategy, Lulus, for the second year in a row, is extending beyond digital with a targeted out-of-home (OOH) advertising initiative. Building on the success of last year's "Friends for Life" campaign – which nearly doubled brand recall over Lulus' 2021 digital effort and strengthened brand equity – this year's "We are Lulus" campaign will feature prime billboard placement in New York's Time Square, as well as near college campuses in key secondary markets such as Austin, TX, Columbus, OH, Los Angeles, CA, Miami, FL, Nashville, TN, San Diego, CA, Tempe, AZ, and more. By strategically showing up in targeted college cities, Lulus is working to foster early brand loyalty and capture the attention of a high-value demographic at a pivotal stage.

Last year's campaign demonstrated the impact of engaging audiences beyond digital, driving awareness, new customer acquisition, and in-person connections. This year, Lulus is aiming to amplify that success with influencers, in-person events, and offline activations to meet customers where they are – ensuring its message of confidence and attainable luxury reaches women across diverse demographics and locations.

Positioning Lulus for Continued Growth & Category Leadership

This campaign reflects Lulus' commitment to building a differentiated brand experience, leveraging its strong digital presence, and scalable marketing strategy to drive profitable growth. Recently, the Company announced expanded reach through strategic collaborations with Nuuly, Poshmark, Von Maur, Dillard's, and Nordstrom, allowing more customers to experience the brand firsthand. Additionally, curated edits with brands like Dingo 1969, Hunter, Jessica Simpson, Reebok, and Rolla's Jeans further enhance Lulus' product offering, bringing fresh styles and new category opportunities to its engaged audience. These collaborations reinforce Lulus' commitment to expanding brand visibility, diversifying its assortment, and meeting customers where they shop, both online and in-store.

We are Lulus



We are Lulus

As the Company continues to optimize customer acquisition costs and enhance customer lifetime value, these initiatives play a key role in strengthening brand equity and revenue diversification. By integrating authentic storytelling, data-driven product positioning, expanding its strategic collaborations, and a focus on community-building, Lulus is solidifying its place as the leading dress destination—one that resonates deeply with consumers.

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 confident and celebrated, supporting her for all of life's occasions, big or small - from work desk to dream date, 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, including but not limited to statements regarding our opportunities for category, customer and market expansion, third-party collaborations, growth in the coming quarters and the long-term growth trajectory of our business. 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, including, but not limited to, the risk factors discussed in Part I, Item 1A, "Risk Factors" in Lulus' Annual Report on Form 10-K for the fiscal year ended December 31, 2023, Part II, Item 1A, "Risk Factors" in Lulus' Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2024, Part II, Item 1A, "Risk Factors" in Lulus' Quarterly Report on Form 10-Q for the quarter ended September 29, 2024, and our other filings with the Securities and Exchange Commission which 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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A photo accompanying this announcement is available at <https://www.globenewswire.com/NewsRoom/AttachmentNg/5748d7ff-0e01-4830-b5f8-b096b0a8d9d7>