Lulus Launches New ‘The Fall It List’ Brand Campaign, Celebrating the It Trends for Fall

August 11, 2025

This season, Lulus invites women everywhere to embrace confidence, connection, and style — making every moment a reason to feel unforgettable

The Fall It List



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CHICO, Calif., Aug. 11, 2025 (GLOBE NEWSWIRE) -- **Lulu's Fashion Lounge Holdings, Inc.** (“Lulus” or the “Company”) (Nasdaq: LVLU), the attainable luxury brand for women, today revealed its new brand campaign, “The Fall It List.” The campaign reflects Lulus’ mission to help women feel empowered and special for every occasion, big or small— from date nights to once-in-a-lifetime celebrations.

Inspired by the women who wear it, “The Fall It List” celebrates the women who know their style, curate their closets with intention, and treat getting dressed as the best part of the occasion. Whether the night is planned or spontaneous, if the dress makes you feel like “that girl,” you’re already on the list.

“At Lulus, we believe everyone deserves the confidence that comes from loving how they look — and 'The Fall It List' brand campaign captures this exact sentiment,” said Crystal Landsem, Chief Executive Officer at Lulus. “Every day, customers tell us Lulus is their secret weapon, helping them feel

confident, elevated, and ready for their own main character moment. This campaign is a celebration of their joy, and it's inspired by them from start to finish."

Launching on the heels of recent brand campaigns, including "We Are Lulus, Globetrotter", and "Friends for Life", "The Fall It List" centers on a group of friends — the ones who stand beside you in life's most memorable moments. The campaign captures the connection, confidence, and shared ritual of getting ready together, turning those moments into the occasion itself. The collection's taglines —*Get Ready With Us* and *Life's a Party, Dress Like It* — underscore the spirit of friendship and the joy found in the simple act of dressing up.

"The Fall It List" collection features formal styles designed to stand out this season. Highlights include deep plunge necklines, bold prints, asymmetrical straps, rich chocolate and toffee tones, silky fabrics with a subtle sheen, and sheer panels that show just the right amount of skin. The range includes everything from floor-length gowns to lace minis, all made to make an entrance. Prices range from $49 to $138, offering elevated style at attainable prices.

"Last year, we launched our first national OOH campaign, and we're continuing to invest in more ways to get in front of new audiences," said Patrick Buchanan, Senior Vice President, Brand Marketing, Lulus. "This season, that means more billboards in key cities like LA and NYC, along with targeted activations to build awareness — from Girls' Night Out events to influencer gifting. It's all about making sure Lulus is top of mind when it matters most."

"The Fall It List" launches August 11, 2025, and will run for three months.

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 Lulus' Annual Report on Form 10-K for the fiscal year ended December 29, 2024, Part II, Item 1A, "Risk Factors" in Lulus' Quarterly Report on Form 10-Q for the fiscal quarter ended March 30, 2025 and its 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/79eb85df-035a-4d08-90f9-58ca9950d1c8