Lulus Expands to All Nordstrom Stores Nationwide, Marking Next Chapter in Wholesale Growth

February 3, 2026

Expansion signals strong in-store performance, retailer confidence, and growing demand for Lulus' occasionwear as the brand enters its 30th year

CHICO, Calif., Feb. 03, 2026 (GLOBE NEWSWIRE) -- **Lulu's Fashion Lounge Holdings, Inc.** ("Lulus" or the "Company") (Nasdaq: LVLU), the attainable luxury fashion brand for life's most memorable moments, today announced its expansion into all Nordstrom stores nationwide, a major milestone in its wholesale growth. The nationwide rollout reflects strong in-store performance and growing retailer confidence, reinforcing Lulus' ability to scale beyond its direct-to-consumer roots while staying deeply connected to its customers.

"As we celebrate 30 years, we remain focused on connecting with our customers in meaningful ways," said Crystal Landsem, CEO of Lulus. "Expanding to all Nordstrom stores is a strong vote of confidence in our brand, product, and customer. Our goal is simple: meet women where they shop, strengthen brand equity, and build partnerships that create mutual long-term value."

Nationwide Expansion Driven by Strong In-Store Performance

Lulus is now available in all Nordstrom doors, with approximately 55% of Nordstrom sales coming from physical locations, underscoring demand in brick-and-mortar environments. In April 2026, Lulus will expand within Nordstrom's Dress Department, adding daytime dresses alongside special occasion styles for the summer season.

Broader Wholesale Footprint Reaches New Customers

- **Urban Outfitters:** Following a successful Homecoming debut, Lulus expanded its online dress assortment in January 2026 to reach Urban Outfitters' fashion-forward customer.
- **Dillard's:** Lulus doubled its presence to 100 store doors with a Prom assortment in December, including exclusive colorways and categories spanning Juniors and Occasion.

Category Leadership and Accelerating Momentum

Lulus' wholesale business grew 143% year-over-year from 2024–2025, driven by leadership in special occasion and daytime event dresses, with plans to exceed 100% growth in 2026.

"Our success reflects how deeply our customer connects with Lulus," said Patrick Buchanan, SVP Brand Marketing. "Strong performance at partners like Nordstrom proves our brand resonates across channels and positions us for the next 30 years."

A Complementary Omnichannel Strategy

Wholesale is not a shift from Lulus' direct-to-consumer foundation, but a strategic evolution to expand awareness, reach new customers, and maintain a consistent brand experience. As Lulus enters its next chapter, its mission remains unchanged: to make women feel beautiful, special, and confident for every milestone, celebration, and everyday moment.

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 fiscal year ending January 3, 2027 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 29, 2024, Part II, Item IA, "Risk Factors" in Lulus' Quarterly Reports on Form 10-Q for the fiscal quarters ended March 30, 2025 and June 29, 2025, 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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