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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, DC 20549**

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**SCHEDULE 14A  
(Rule 14a-101)  
INFORMATION REQUIRED IN PROXY STATEMENT  
SCHEDULE 14A INFORMATION**

**Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. )**

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Filed by the Registrant       Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

**Lulu's Fashion Lounge Holdings, Inc.**  
(Name of Registrant as Specified in its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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LULU'S FASHION LOUNGE HOLDINGS, INC.  
ATTN: LEGAL DEPARTMENT  
195 HUMBOLDT AVENUE  
CHICO, CA 95928

# Your **Vote** Counts!

LULU'S FASHION LOUNGE HOLDINGS, INC.

2024 Annual Meeting  
Vote by June 10, 2024  
11:59 p.m. ET



V46177-P11467

## You invested in LULU'S FASHION LOUNGE HOLDINGS, INC. and it's time to vote!

You have the right to vote on proposals being presented at the Annual Meeting. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on June 11, 2024.**

### Get informed before you vote

View the Proxy Statement and Annual Report to Stockholders online by visiting [www.ProxyVote.com](http://www.ProxyVote.com) OR you can receive a free paper or email copy of the materials by requesting prior to May 28, 2024. If you would like to request a copy of the materials for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 toll-free or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote prior to the Annual Meeting, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and  
vote without entering a  
control number



#### Vote virtually during the Annual Meeting\*

June 11, 2024  
2:00 p.m., Eastern Time

[www.virtualshareholdermeeting.com/LVLU2024](http://www.virtualshareholdermeeting.com/LVLU2024)

\*Please check the meeting materials for any special requirements for meeting attendance.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. To elect the following director nominees as Class III Directors to serve until the 2027 Annual Meeting of Stockholders, and until their respective successors shall have been duly elected and qualified:	
<b>Nominees:</b>	
1a. Evan Karp	✔ For
1b. Michael Mardy	✔ For
1c. David McCreight	✔ For
1d. Caroline Sheu	✔ For
2. To ratify the appointment of Deloitte & Touche LLP as the Company's independent registered public accounting firm for the fiscal year ending December 29, 2024.	✔ For

**NOTE:** Such other business as may properly come before the Annual Meeting or any continuation, postponement, or adjournment thereof.

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings."