



Lulus Marks 30 Years with Expansion into Macy's and Bloomingdale's

Anniversary year signals the next chapter of growth as the brand expands customer access through select retail partnerships

August 25, 2026

CHICO, Calif., August 25, 2026 -- Lulu's Fashion Lounge Holdings, Inc. ("Lulus" or the "Company") (Nasdaq: LVLU), the fashion brand known for helping women get dressed for the moments that matter, today announced its expansion into Macy's and Bloomingdale's, marking another milestone in the brand's 30th anniversary year. The launch builds on the Company's continued momentum as it expands customer access through leading retail partners while continuing to strengthen the direct-to-consumer experience that has defined Lulus for three decades.

Beginning this month, customers will be able to shop curated Lulus assortments online and in select Macy's and Bloomingdale's locations nationwide.

At Macy's, Lulus will launch in 30 stores and online, featuring both its signature dress assortment and occasion collections. The assortment will span the retailer's Young Contemporary Dress department, including everyday dresses as well as styles for homecoming, prom, graduations and other social occasions.

At Bloomingdale's, Lulus will debut in 16 stores and online with a dedicated homecoming assortment, with an expanded ready-to-wear offering arriving later this year to support the retailer's Resort assortment in key warm-weather markets. The brand will sit in the retailer's Sunset + Spring department alongside contemporary fashion labels including Steve Madden, En Saison, and NIA.

"As we celebrate 30 years, we're also celebrating the next chapter of Lulus," said Crystal Landsem, CEO of Lulus. "We've spent the last three years thoughtfully expanding how customers discover and shop our brand, and our launches with Macy's and Bloomingdale's are another exciting step in that journey. These partnerships help us reach new customers while making it even easier for existing customers to shop Lulus wherever they're looking for the perfect outfit to celebrate life's meaningful moments."

Since its founding in 1996, Lulus has built a loyal community by helping women find the perfect look for every occasion. As the brand continues to evolve, Lulus is meeting customers wherever they're shopping--expanding through retail partnerships that introduce the brand to new audiences while making it even easier for existing customers to discover Lulus for the moments that matter most.

These partnerships build on Lulus' broader strategy of expanding the brand through retailers where customers are already shopping for life's biggest celebrations. As consumers increasingly discover brands across both digital and

physical channels, Lulus is creating more opportunities for customers to experience the brand--whether they're shopping for a wedding, homecoming, vacation, date night or another special occasion.

The expansion follows continued growth across Lulus' wholesale business, including partnerships with Nordstrom, Dillard's, and Amazon. Each retailer will carry a thoughtfully curated assortment designed specifically for its customer, reinforcing Lulus' commitment to delivering the right product in the right place, while maintaining the quality, value and customer experience the brand is known for.

The retail expansion follows a year of continued momentum as Lulus invests in product innovation, customer experience, and long-term growth. Entering its fourth decade, Lulus remains focused on helping women celebrate every occasion--from everyday moments to life's biggest milestones--while making the brand more accessible than ever before.

About Lulus

Headquartered in California, but serving millions of customers worldwide, Lulus is a women's clothing brand offering modern, feminine styles at accessible prices for every occasion. Our goal is to make every customer feel their most confident and beautiful for the moments that matter most. Founded in 1996 and delivering fresh styles almost every day, Lulus uses direct customer feedback and insights to refine product offerings and elevate the customer experience. Lulus' world-class personal stylists, bridal concierge, and customer care team provide thoughtful, personalized service to shoppers 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 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 28, 2025, Part II, Item 1A, "Risk Factors" in Lulus' Quarterly Report on Form 10-Q for the fiscal quarter ended June 28, 2026, 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.

Contact:

Press@lulus.com