

OMB APPROVAL	
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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

1. Name and Address of Reporting Person <u>Deady Laura</u> (Last) (First) (Middle) 195 HUMBOLDT AVENUE (Street) CHICO CA 95928 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol <u>Lulu's Fashion Lounge Holdings, Inc. [LVLU]</u>	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) <u>Chief Merchandising Officer</u>
	3. Date of Earliest Transaction (Month/Day/Year) 02/16/2024	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/16/2024		A		50,000 ⁽¹⁾	A	\$0	50,000	D	
Common Stock	02/16/2024		A		102,273 ⁽²⁾	A	\$0	152,273	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Performance Stock Units	(3)	02/16/2024		A		50,000		(3)	(3)	Common Stock	50,000	\$0	50,000	D	

Explanation of Responses:

- Represents restricted stock units ("RSUs"), each of which represent a contingent right to receive one share of Lulu's Fashion Lounge Holdings, Inc.'s (the "Company") common stock, which vest in four, equal quarterly installments on March 31, 2024, June 30, 2024, September 30, 2024 and December 31, 2024.
- Represents RSUs, each of which represent a contingent right to receive one share of the Company's common stock, which vest in three, equal annual installments on March 10, 2025, March 9, 2026 and March 15, 2027.
- Represents performance stock units ("PSUs"), each of which represent a contingent right to receive one share of the Company's common stock. The PSUs vest on the date when both of the following have occurred, provided that Ms. Deady remains employed with the Company through such date: (i) the Company files a Form 10-Q or Form 10-K with the Securities and Exchange Commission indicating that the Company has trailing twelve months' net revenue that is at least \$75 million more than the Company's net revenue in the fiscal year ended December 31, 2023 and (ii) the first anniversary of Ms. Deady's start date has occurred.

/s/ Alexa Pisczak, Attorney-in-Fact for Laura Deady 02/21/2024

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.