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Can Your Couch Dance? Lovesac Sactionals Can.

Acclaimed Choreographer and Dancer Chelsie Hightower Partners with Lovesac in One-of-a-Kind Performance during Dwell on Design

LOS ANGELES, May 28, 2015 /PRNewswire/ --Lovesac, the company that created Sactionals, the world's first and only modular, infinitely changeable couch system, is partnering with Emmy Award–winning professional dancer and choreographer and seven-time *Dancing with the Stars* pro Chelsie Hightower to shake the dust off the furniture industry. Premiering at America's largest design event, Dwell on Design, May 29 to 31, 2015, at the Los Angeles Convention Center in Los Angeles, Chelsie will present a first-of-its-kind dance performance in which a Lovesac Sactional couch serves as an active participant, not merely a prop.

Lovesac's radical invention has disrupted the couch industry. While typical sectionals can be awkward and only work within specific spaces, Lovesac Sactionals can completely adapt to any space and any life. A cross between upholstered furniture and LEGOs, Sactionals consist of two simple pieces — Bases and Sides — that securely attach, without the use of tools. The result is the freedom to expand, move and reconfigure Sactionals to create any configuration imaginable. And with durable, washable and changeable covers, Sactionals

offer infinite design possibilities while surviving the thrills and spills that often accompany kids, pets and adults.

"I fell in love with Sactionals the first time I saw them," said Chelsie. "My professional life has allowed me to move from place to place and my Sactional can come along for the ride. When I get home after a long day of dancing, I can configure my room to whatever I need: a loveseat, a chaise or theater seating to watch the latest episode of *Dancing with the Stars* with my friends. It's why I chose to take on this challenge of making Sactionals dance."

Throughout Dwell on Design, Chelsie and a team of professional dancers will put Sactionals through the paces, using dance as a medium to tell the story of how Sactionals are more than just furniture; they are companions for life. As time goes by and life goes on, Sactionals change and grow, from being a person's first couch to hosting friends, to welcoming a new spouse and becoming the centerpiece for a growing family. It's the story of love and life, lived on a couch.

"We are on a mission to show people around the world that whatever they want from their furniture, our couch can do it. Even dance," said Shawn Nelson, founder and CEO of Lovesac. "The simple fact is that most couches get in the way of life. But Lovesac Sactionals free you to live the life you love — by growing and changing and moving with you. Nothing tells that story as powerfully and beautifully as Chelsie's dance."

To view the Lovesac performance by Chelsie Hightower, visit the Lovesac booth 1915 during Dwell on Design exhibit hours (Friday, 5/29, 10 a.m. to 7 p.m.; Saturday, 5/30, 10 a.m. to 6 p.m.; Sunday, 5/31, 10 a.m. to 5 p.m.). Lovesac will have a complete Sactional lineup on display, as well as its flagship products, Lovesac Sacs: plush, oversized soft chairs first designed and sewn by Shawn 20 years ago and the inspiration behind the entire Lovesac line. In the two decades since, Lovesac has grown to an emerging home furnishings powerhouse with 60 retail locations and scores of Lovesac fans across the country and around the world.

ABOUT LOVESAC

Lovesac (www.Lovesac.com) started in 1995 when teenager Shawn Nelson set out to build the world's largest beanbag but filled it with Durafoam — the material used to make high-end sofa cushions cushy and comfortable — instead of styrene beads. The result was a gigantic pillow that gave the impression that the user was sitting on a cloud. These Sacs made Lovesac famous and started a furniture revolution. Today, Lovesac develops and sells Sacs and Sactionals, its revolutionary take on the standard sectional sofa. With Sactionals, two pieces, Bases and Sides, come together to create an infinite number of sizes and configurations. An ingenious, patented locking system that requires no tools connects the pieces together rock solid. Combined with a gigantic variety of easy-to-change, customizable covers in a variety of washable fabrics, the design possibilities are limitless. Comfort, quality and style have made Lovesac the choice of celebrities, designers and real people everywhere when furnishing their homes. You can learn more about Lovesac at www.Lovesac.com.

ABOUT CHELSIE HIGHTOWER

Emmy Award–winning choreographer and dancer Chelsie Hightower has competed on the

hit television program *Dancing with the Stars* for seven seasons and has become a regular top-10 finalist partnering with stars such as Michael Bolton, Helio Castroneves, Louie Vito and Ty Murray. In 2010 she was awarded an Emmy for her choreography and performance with Derek Hough. She has also performed with Jewel, and most recently, she has been touring with the Dancing Pros Live Tour for the past two years.

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