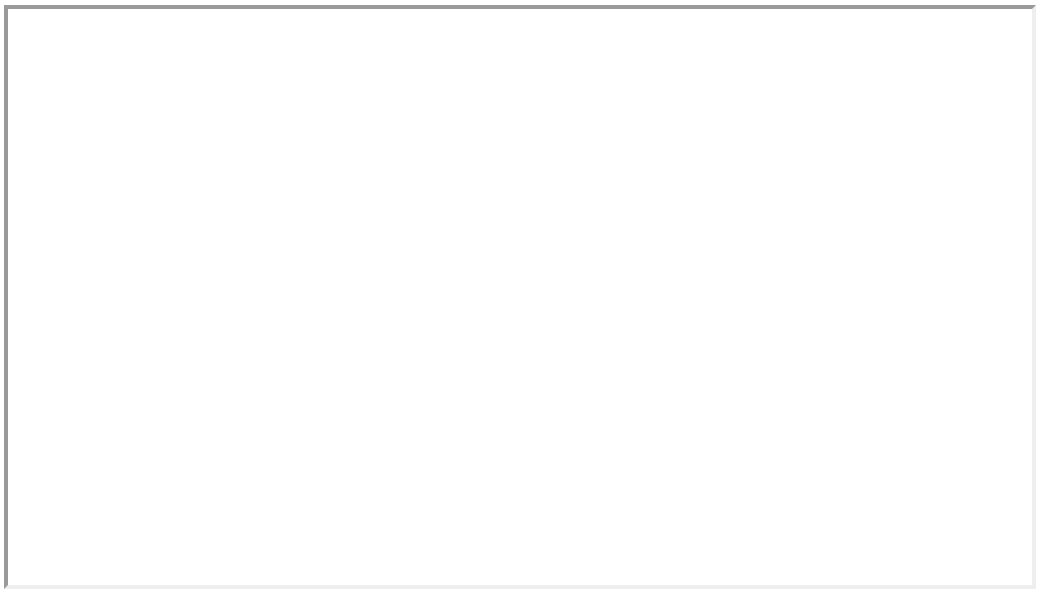
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Lovesac Revives Recliner Culture with Kathy Hilton, Jay Shetty and Funny Marco in New Campaign

The "Recline of Civilization" movement implores customers to kick back and relax while embracing "JOMO" and anti-hustle culture comfortably

STAMFORD, Conn., March 11, 2025 /PRNewswire/ -- With The Lovesac Company's Reclining Seat launch, the recliner has been freed from the man cave and is ready to take center-stage in your living space. Thanks to a completely modern re-design, Lovesac is declaring the recliner "un-cancelled"—and has teamed up with Kathy Hilton, Jay Shetty and Funny Marco to show the world this long-time interior-design "don't" is a DO once again.

Experience the full interactive Multichannel News Release here: https://www.multivu.com/lovesac/9257651-en-lovesac-revives-recliner-culture-kathy-hilton-jay-shetty-funny-marco-campaign



The new Reclining Seat and its disruptive "Recline of Civilization" campaign are poised to make reclining a viral moment that becomes a widespread home-based movement. To encourage a new generation to get horizontal, "The Recline of Civilization" campaign presents reclining as an aspirational lifestyle—and a welcome juxtaposition to today's never-stop, hustle-and-grind culture. Emphasizing the importance of slowing down, relaxation and self-care with the help of Kathy Hilton, Jay Shetty and Funny Marco, Lovesac is reviving recliner culture by making a strong, visually appealing case for this lounging style without the cringe factor of yesteryear.

Although the talent may come from wildly different worlds, "The Recline of Civilization" campaign proves the universal need to recline both physically and mentally from grind-set culture. With Kathy's iconic glamour, Jay's no-BS motivational energy that encourages doing nothing, and Funny Marco's comedic relief that erases any lingering stigma associated with self-care, Lovesac invites everyone to experience the benefits of kicking back and relaxing.

Lovesac designed the Reclining Seat as a direct antidote to the struggle of balancing work and family life while finding time for relaxation and self-care. Grind-driven social media algorithms filled with hype about 5 a.m. workouts, countless side-hustle ideas and an endless stream of life hacks, only make matters worse. With the Reclining Seat, Lovesac is imploring customers to take a load off and comfortably embrace "JOMO" (JOY of missing out—as opposed to "FOMO," the FEAR of missing out) and anti-grind culture.

"Lovesac is for those who really live life. We believe rest is essential for peak performance, and introducing the Reclining Seat as a new addition to the Sactionals family is our way to raise the bar on the rest and relaxation necessary to meet the challenges of today's fast-paced world," says Lovesac founder and CEO Shawn Nelson. "Our goal is to provide comfortable, visually appealing solutions to help you wind down at the end (or beginning) of the day, and the Reclining Seat is the epitome of form meeting function. I'm so proud of how Lovesac has evolved to continually improve our customers' lives with comfort, customizability and cutting-edge technology."

Much more than the "best seat in the house," the Reclining Seat seamlessly integrates with modern and minimalist styles while adding functionality to any Sactionals setup. With a fully integrated reclining mechanism that remains hidden while not in use, the Sactionals Reclining Seat can be positioned virtually anywhere in a Sactionals configuration, including in the middle, at the end or even side-by-side.

A much-anticipated extension of the fully customizable Sactionals experience, customers can make the Reclining Seat their own with a variety of seat depths, arm shapes and back style options—and choose from more than 150 washable, interchangeable covers that make updating any Sactional a breeze, allowing users to slow down, kick back and relax, and put their feet up.

The Reclining Seat by Lovesac is bringing reclining back. Think *hygge* that literally takes a load off your legs—and once you stretch out there's no going back. It's time to slow down, kick back and relax, and put your feet up. Welcome to the "Recline of Civilization."

To learn more about the Recline of Civilization, please visithttps://www.lovesac.com/recline-of-civilization. To find the closest Lovesac showroom to experience the "Recline of Civilization" for yourself, visit the **Showroom Locator**.

About The Lovesac Company
Based in Stamford, Connecticut, The Lovesac Company (NASDAQ: LOVE) is a technology driven company that designs, manufactures and sells unique, high-quality furniture derived through its proprietary Designed for Life approach which results in products that are built to last a lifetime and designed to evolve as customers' lives do. The current product offering is comprised of modular couches called Sactionals, premium foam beanbag chairs called Sacs, the Sactionals StealthTech Sound + Charge System, and the PillowSac Accent Chair, a first of its kind accent chair for the living room. As a recipient of Repreve's 7th Annual

Champions of Sustainability Award, responsible production and innovation are at the center of the brand's design philosophy with products protected by a robust portfolio of utility patents. Products are marketed and sold primarily online directly at **www.lovesac.com/**, supported by direct-to-consumer touch points in the form of our own showrooms, as well as through shop-in-shops and pop-up-shops with third party retailers. LOVESAC, DESIGNED FOR LIFE, SACTIONALS, SAC and STEALTHTECH, are trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.

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