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Lovesac Expands PillowSac Chair Line with New Frame Finishes to Mark First Anniversary

The new colorway options bring elevated style and customization to the fan-favorite PillowSac Chair

STAMFORD, Conn., June 17, 2025 /PRNewswire/ -- The Lovesac Company, the home furnishing and technology brand renowned for its innovation and comfort, is celebrating the one-year anniversary of its viral hit: the PillowSac Chair. After quickly selling out upon its original launch, the beloved Chair is back with two new wood frame finishes:
Brown and Black. These stylish additions bring even more design flexibility to the iconic silhouette, offering versatility and customization options that complement any space or aesthetic.



"At Lovesac, we created the PillowSac Chair to be endlessly adaptable - just like the lives of our customers," says Lovesac CEO and Founder Shawn Nelson. "We are introducing two new PillowSac Chair finishes in response to the demand and creativity we've already seen from our community around this hot new product, and their desire to personalize, refresh, and make their spaces their own."

The new colorways join the original Blonde Frame, expanding the frame offerings to three sophisticated options that can be paired with 150+ machine-washable PillowSac Covers. In addition to the Cover, customers can customize the finer details on the Chair like the hardware finish and straps. Beyond style, comfort remains at the heart of the PillowSac Chair. Its cloud-like, flexible design allows users to transform their existing PillowSac into a fully supportive chair to enjoy The World's Most Comfortable Seat in a more structured way.

The new PillowSac Chair Frame finishes are available starting at $675 and the complete PillowSac Chair is available starting at $1,350, both online at Lovesac.com and at Lovesac Showrooms nationwide. To find your nearest Lovesac showroom, 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, the Sactionals Reclining seat, premium foam beanbag chairs called Sacs, the PillowSac™ Chair, an immersive surround sound home theater system called StealthTech, and an innovative sofa seating solution called EverCouch™. As a recipient of Repreve's 7th Annual Champions of Sustainability Award and Edison Awards' 38th Annual Best New Product Awards for Sustainable Consumer Products, responsible production and innovation are at the center of the brand's design philosophy with products protected by a robust portfolio of utility and design patents. Products are marketed and sold primarily online directly at www.lovesac.com, supported by a physical retail presence in the form of Lovesac branded showrooms, as well as through shop-in-shops and pop-up-shops with third party retailers. LOVESAC, DESIGNED FOR LIFE, SACTIONALS, SAC, STEALTHTECH, and THE WORLD'S MOST COMFORTABLE SEAT are trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.

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