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LOVESAC AND VAN LEEUWEN UNVEIL LIMITED-EDITION COLLABORATION AHEAD OF NATIONAL ICE CREAM DAY

The brands are teaming up to celebrate 10 years of Van Leeuwen's fan-favorite Honeycomb flavor with custom CitySac Covers, $3 scoops, giveaways and a celebration in NYC

BROOKLYN, N.Y., July 18, 2025 /PRNewswire/ -- Van Leeuwen Ice Cream, the NYC-born, nationally beloved brand known for its cult-favorite dairy and vegan ice cream, and Lovesac, the home furnishing and technology brand renowned for its innovation and comfort, are teaming up to launch a limited-edition, comfy collection of custom CitySac Covers. Inspired by Van Leeuwen's iconic flavors, and just in time for National Ice Cream Day (July 20), this collaboration is bringing customers the sweetest seat in the house!



The Lovesac x Van Leeuwen CitySac Covers are available in the following colors, and each feature a custom pocket, perfectly sized to hold an ice cream scoop or spoon - so a sweet treat is always within reach. All Covers are available for purchase with or without a CitySac Insert. The Lovesac x Van Leeuwen collection will be available on Lovesac.com/Lovesac-And-Van-Leeuwen while supplies last, starting July 18th at 10am EST.

- **Honeycomb ($525):** A golden caramel hue with a warm, toffee-inspired tone, this

Cover captures the cozy richness of Van Leeuwen's best-selling Honeycomb ice cream.
- **Sicilian Pistachio ($525):** A lush green with a nutty undertone, this Cover is bold, refined, and layered with character – just like the ice cream it's inspired by.
- **Strawberry ($525):** Soft pink with a hint of blush, this cover feels like a scoop of summer. Made to be fresh, bright, and just the right amount of sweet.

"Honeycomb began as a limited-time special, and it took on a life of its own."
Said Ben Van Leeuwen, CEO and co-founder. "People fell in love with it, and we quickly added it to the menu year-round, and it's now one of our most popular flavors. We're excited to celebrate the flavor on National Ice Cream Day, and to bring it to life in a new way with our friends at Lovesac."

"At Lovesac, we're always eager to collaborate with like-minded brands that share our commitment to delivering exceptional products to their customers," said Shawn Nelson, CEO and Founder of Lovesac. "I LOVE ice cream... especially Van Leeuwen, so we're beyond thrilled to partner with Van Leeuwen to celebrate the 10th Anniversary of Honeycomb, bringing limited-edition, ice cream-inspired CitySac Covers to Lovesac fans and ice cream enthusiasts nationwide."

In celebration of Honeycomb's 10-year anniversary, Van Leeuwen will also offer $3 scoops of Honeycomb ice cream at all stores from 12:00 – 2:00 PM on National Ice Cream Day. And, for customers based in New York City, on National Ice Cream Day they can stop by the Van Leeuwen Tribeca location which will be transformed into the official Honeycomb Hub from 12pm-3pm ET and will feature Honeycomb-themed decor and special edition Honeycomb treats (in addition to $3 Honeycomb scoops available from 12pm-2pm ET). The first 100 guests will receive a scratch-off ticket offering the chance to win a variety of different prizes, including:

- The Lovesac x Van Leeuwen Honeycomb CitySac
- A Van Leeuwen x Material Kitchen ice cream scooper plus 4 pints of Honeycomb
- Free scoop cards
- Autographed cookbooks
- Van Leeuwen merch
- Special ice cream discounts

As part of the partnership, one lucky fan will have the chance to win the Lovesac x Van Leeuwen CitySac in Honeycomb, a 3-gallon tub of Honeycomb ice cream, and a newly launched Van Leeuwen x Material ice cream scooper. Fans can enter for a chance to win on Instagram; an announcement outlining the giveaway will be posted to both brand's channels @vanleeuwenicecream and @lovesac.

Honeycomb, or "Hokey Pokey" as it's known in New Zealand and Australia (where Van Leeuwen co-founder Laura O'Neill is from) is a sweet cream ice cream with pieces of honeycomb candy throughout. Van Leeuwen coats half of their honeycomb in a little coconut oil and leaves the other half uncoated, which results in crunchy pieces and gooey ribbons of caramel throughout.

About Van Leeuwen Ice Cream
Van Leeuwen began as a yellow scoop truck on the streets of NYC in 2008 by Ben Van

Leeuwen, Pete Van Leeuwen and Laura O'Neill, who were on a mission to make good ice cream from good ingredients that makes you feel good. Their French-style ice cream (made with more than double the amount of egg yolks as standard ice cream) quickly gained a loyal following. Van Leeuwen has since expanded and has scoop shops in New York, California, New Jersey, Pennsylvania, DC, Colorado, Connecticut, Massachusetts, Texas, Tennessee and Florida. Pints, ice cream bars and ice cream sandwiches are available in grocery stores across the country and to order for nationwide shipping from their website. To keep up with everything Van Leeuwen Ice Cream, follow the brand on Instagram @vanleeuwenicecream or visit www.vanleeuwenicecream.com.

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 8th 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, CITYSAC, 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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