December 26, 2025

Couchmas is Here: Lovesac Officially Takes Over the Week Between Christmas and New Year

Lovesac Celebrates Comfort, Connection and Unapologetic Lounging During Couchmas with Giveaways for Deserving Individuals All Week Long

STAMFORD, Conn., Dec. 26, 2025 /PRNewswire/ -- This holiday season, The Lovesac Company (Nasdaq: LOVE), the Designed For Life® home furnishing and technology brand known for its innovation, comfort, and sustainability, is celebrating Couchmas, the "most wonderfully unproductive week of the year." Santa Claus, the hardest working holiday man himself, is Lovesac's official Couchmas spokesperson leading the charge with giveaways designed to celebrate individuals and families who could use a little extra post-holiday comfort.



Lovesac kicked off the season with "Spread the Love" initiatives, surprising deserving individuals through in-showroom moments, pop-up events, and social media activations—sharing stories of generosity within local communities. Now, Lovesac is expanding the initiative nationwide, inviting people everywhere to recognize those in their lives who make a difference quietly, consistently, and often without recognition. Whether it's someone who has carried their family through the season, served as their community's Santa Claus, or simply deserves a soft place to land, Lovesac wants to hear their story.

During Couchmas, Lovesac will celebrate this magical week when sweats replace schedules, leftovers replace meal plans, and the couch becomes the center of daily life. From December 26 through January 4, customers may nominate someone they love online at Lovesac.com. Winners will receive a free Lovesac couch—designed to make their homes a little cozier this winter season. During Couchmas, customers will also receive 40% off all

Lovesac products in showrooms and online, matching their Black Friday promotion.

"Couchmas is an invitation to unwind, reconnect, and honor the people who show up for others in meaningful ways," said Shawn Nelson, Founder and CEO of Lovesac. "The stories we are seeing fill us with hope and we're excited to bring communities together and turn this uniquely relaxed week into a celebration of generosity and LOVE."

To submit your nominations, and for full terms and conditions, please visit www.Lovesac.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 Snugg™. 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 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, PILLOWSAC, 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.

CONTACT: Sue-Jean Kang, sjkang@neilsonswiader.com











View original content to download multimedia:https://www.prnewswire.com/news-releases/couchmas-is-here-lovesac-officially-takes-over-the-week-between-christmas-and-new-year-302649481.html

SOURCE The Lovesac Company