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Introducing Cush, The Latest Sectional Innovation From Lovesac Where Comfy Is The Aesthetic

- New modular seating platform pairs deep, sink-in comfort with responsive support designed to bounce back
- Three core pieces create nine key configurations, dressed in tailored to fit, machine-washable covers (four QuickShip colorways, 210+ custom fabrics)
- Cush arrives in select Lovesac showrooms and online at Lovesac.com October 22

STAMFORD, Conn., Oct. 26, 2026 /PRNewswire/ -- The Lovesac Company (NASDAQ: LOVE), a leader in innovative home furnishings, today announced **Cush™**, a new seating platform and the brand's most spacious and design forward seating experience yet. Designed for people who want room to really lounge without sacrificing a pulled-together look, Cush combines generous proportions and deep cushions with plush, sink-in softness, responsive support and a relaxed yet elevated silhouette.



Sink-In Softness That Bounces Back
Cush is cloudlike done right. It is designed around a simple tension in the sofa category: the deepest, softest seating can lose its shape, while more polished seating can feel stiff. Cush is designed to bridge the two, delivering the sink-in comfort of an oversized lounge sofa with the responsive support and tailored look of a more structured design.

At the center of Cush is Ultraloft Fill, paired with a 9-chamber seat cushion topper and multi-layer comfort system that work together to create a plush, melt-in feel while helping cushions maintain their full, lofty shape over time. The construction keeps fill evenly distributed to minimize shifting, flattening and unevenness.

"The pendulum in home design is swinging toward spaces that feel warmer, softer and more comfortable, without losing that sense of intention," said **Shawn Nelson, Lovesac Founder & CEO**. *"We saw an opportunity to respond to that shift with an innovative solution to push our own idea of comfort forward. With Cush, you can sink all the way in, it bounces back, and it still looks pulled together. It's room to really lounge, designed for how people actually live. The new Cush is LOVESAC comfy."*

Modular Seating Designed to Evolve With Real Life
Cush is built from just three core pieces – Armless, Corner and Ottoman – that create nine key configurations, ranging from a two-cushion sofa to a double-chaise six-piece sectional. As spaces and needs change, Cush can be reconfigured and expanded rather than requiring consumers to start over.

Tool-free Cush Clamps and Sticky Feet help keep each piece exactly where it's placed, while replaceable components and reverse compatibility allow the system to evolve over time. Cush is intentionally engineered to exceed furniture durability requirements and is backed by a lifetime warranty.

A Relaxed, Finished Look Built for Everyday Living
The result is a relaxed silhouette that looks intentionally lived-in, not perpetually rumpled. Cush pairs its oversized proportions with tailored covers designed to stay pulled together even when the sofa is truly lived on.

Machine-washable, changeable covers make the entire couch washable, while allowing consumers to update their look as their space and style change. At launch, Cush is available in four Quick Ship Plush Velvet colorways – Olive, Chocolate, Golden Taupe and Slate Blue – along with 210+ custom fabric options. Cush insert liners are also woven from recycled PET bottles.

Cush Availability
Cush launches October 22, 2026, at select Lovesac showrooms, followed by online availability at Lovesac.com. White Glove Delivery brings Cush directly into the home with professional delivery and set up, creating a seamless experience from arrival to lounging.

Lovesac products are always built to last, designed to evolve and made to love. To learn more about Cush, visit 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 9th Annual Champions of Sustainability Award and Edison Awards' 38th Annual Best New Product Awards for Sustainable Consumer Products and 39th Annual Bronze Award for Human-Centric Domestic Solutions, 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, and STEALTHTECH are trademarks of The Lovesac Company and are Registered in the U.S. Patent and Trademark Office.











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