

July 30, 2015



Lovesac returns to its 'Roots' for 20th anniversary

Launches Limited Edition Sac Collection and Tumblr Timeline for Its #LovesacFamily

STAMFORD, Conn., July 30, 2015 /PRNewswire/ --[Lovesac](#), the company that first became known for its giant, foam-filled [Sacs](#) and later for its [Sactionals](#) couches, is celebrating the past 20 years of love since its founder, Shawn Nelson, handsewed the first Lovesac Sac in his parents' basement. To mark the occasion, the company is celebrating with its fiercely loyal fan base, the #LovesacFamily, by launching a unique, interactive timeline on Tumblr (<http://couchlife.lovesac.com/20>), as well as a line of four limited edition Sacs, each connected to an important milestone in the company's history.



The original Sac, which measured nearly seven feet across and was stuffed with everything from packing beads to chopped-up camping mattresses, became the talk of Salt Lake City in the summer of 1995. Soon, Shawn began fielding requests for his oversized, overstuffed Sacs from friends and family.

Over the next two decades, what began as a one-man operation has evolved into one of the fastest-growing furniture companies in the world. Lovesac not only makes its wildly popular

line of signature pillowlike Sacs, filled with premium, shredded Durafoam, but has also introduced the world to Sactionals – the world's first and only completely modular, machine-washable, infinitely changeable, go-anywhere, do-anything couch system.

"When I graduated high school, I had no idea that I wanted to build a company that built couches," said Lovesac Founder and CEO Shawn Nelson. "What we have collectively accomplished over the past two decades is nothing short of remarkable. And it could not have been done without people around the world who share my belief that the family couch is the center of the home. It is so much more than just a piece of furniture. It's the epicenter of life and love, togetherness and happiness."

Love for the #LovesacFamily

The Lovesac story goes well beyond that first handmade Lovesac, with tales and legends that span decades. Lovesac has built a new outpost on Tumblr to capture and celebrate all the moments, large and small, that made Lovesac what it is today, including the opening of the first Lovesac retail store in 2001, founder Shawn Nelson's win on Sir Richard Branson's reality-program *The Rebel Billionaire* and, most recently, Lovesac's [collaboration](#) with award-winning choreographer and dancer Chelsie Hightower at Dwell on Design, Los Angeles 2015.

Beyond the brand's key moments in time, passionate members of the #LovesacFamily from across the country and around the world now have their own place to share their own Lovesac memories. On the [Lovesac 20 Years of Love timeline](#), #LovesacFamily members can contribute photos, videos and text about their favorite Lovesac moments – like the day a Lovesac came home or the special moments that take place on a Lovesac every day: from napping babies and pooches to amazing leaps into an overstuffed Sac. Every post to the Lovesac Tumblr timeline provides users a chance to win a Limited Edition Roots Sac. For full rules and details visit the [terms and conditions page](#).

Getting Back to Its Roots: Limited Edition Sacs

To celebrate this long and storied history of entrepreneurial accomplishment, Lovesac is offering four limited edition Sacs, each a throwback to a significant moment in the company's history. Pricing and availability for the entire limited edition Lovesac Sac line can be found on www.lovesac.com/roots.html or by visiting one of the 59 Lovesac retail stores across the country.

- **The Original 2.0 Sac:** memorializes the very first Sac, nodding to that Sac's black and tan design, but with a re-designed reversible format: stylish, puffy, black quilted nylon on one side, ultra-comfy, tan jersey knit on the other. Like the first Lovesac ever made, each of the 240 Original 2.0 Sacs is handsewn and delivered in a commemorative bag signed and numbered by Shawn Nelson.
- **Divasac:** reminiscent of the moment in time that put Lovesac on the map and transformed the company forever, when Lovesac received an order for 12,000 fuzzy pink and blue Sacs to be delivered to mall retailer Limited Too in time for Christmas. With a nascent manufacturing operation and no idea where to source 30,000 yards of fabric, the quest to fulfill the order built Lovesac from the ground up.
- **Dotcomsac:** celebrates the love affair between digital innovators and Lovesac. It features pockets to hold a phone and tablet for those long nights in front of a screen.
- **Moviesac: The Sequel:** commemorates the partnership between Lovesac and Landmark Theatres, when ultra-comfy red Sacs took up residence in the first few rows

of a theater and immediately became the most sought-after, best-worst seats in the house.

"Twenty years is a long time in the history of any company, and we are just getting started," said Nelson. "We're more excited than ever about what the next twenty years hold for the company."

ABOUT LOVESAC

Lovesac (Lovesac.com) is a modular furniture company founded by Shawn Nelson that's shaking up the industry with two signature product lines: Sacs, giant cloudlike pillows, and Sactionals, an entirely new take on the sectional sofa that provides unlimited design and configuration possibilities. Both share the same ingenuity that have made Lovesac famous since 1995: covers made from durable, washable fabrics that ensure a lifetime of use and innovations that let Lovesac products go where no couches can. Comfort, quality and style have made Lovesac the choice of celebrities, designers and real people everywhere when furnishing their homes. You can learn more about Lovesac at Lovesac.com.

Logo - <https://photos.prnewswire.com/prnh/20150729/249363LOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/lovesac-returns-to-its-roots-for-20th-anniversary-300121114.html>

SOURCE Lovesac