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LOVESAC
Designed for Life™ Furniture Co.

Lovesac Mitigates Misery Of Moving With World's Most Moveable Couch

Company Tackles Pain Points of Moving Head On during Boston's Infamous Moving Day

STAMFORD, Conn., Sept. 3, 2015 /PRNewswire/ --Moving to a new apartment or home typically marks the beginning of an exciting new chapter in a person's life, but moving day itself is one of the most stressful times. The stress of relocating is only exacerbated in Boston, where roughly 80 percent of the city's rental population turns over on the same day – September 1. Each year, thousands of local students and residents alike flood the windy, narrow, confusing streets, lugging boxes, beds and couches through the packed city. Uniquely positioned as the couch that can actually make moving day easier, [Lovesac](#) brought its modular couch, [Sactionals](#), to town and partnered with [Gentle Giant](#), an award-winning, Boston-based moving company, to spread some #MovingDayLove.



As a recent survey of 2,084 adults conducted online by Harris Poll and Lovesac found, nearly 2 out of 5 U.S. adults agree that the couch is the most stressful piece of furniture to move. So, Lovesac asked Bostonians to share their couch-related moving day woes on Twitter and Instagram using the hashtag [#MovingDayLove](#). From Quincy, who was laid off during last year's move-in while his wife was seven months pregnant, to Kyle, who dropped

a couch on his foot while moving, the company came to Bostonians' rescue across the city, getting rid of old, cumbersome couches and replacing them with Sactionals. To further ease the stress of moving, the brand lent a helping hand with a professional crew of movers and moving kits.

See here how Lovesac delivered #MovingDayLove: <https://www.youtube.com/watch?v=ToOsia7t3uY>

"Moving is an exciting time – it marks the closing of one door and the opening of another. However, for the vast majority of people, this excitement is overshadowed by stress," said Shawn Nelson, founder and CEO of Lovesac. "We watch our children take their first steps, we spend time with the ones we love, we share our first kiss—all on a couch. We want people to cherish those memories, not have to dread their couch on moving day. Sactionals alleviate that stress."

Lovesac was able to mitigate the moving day misery in Boston, allowing residents like Quincy and Kyle to effortlessly store, stack, carry and move Sactionals pieces from one apartment to another, navigating even the narrowest stairwells and tightest hallways with ease. Sactionals use two core pieces (Seats and Sides) that combine piece-by-piece to create any size, shape or configuration imaginable. In just 20 minutes, users can change the fabric and rearrange the pieces to create a new couch that best suits the needs of their new home – whatever the dimensions.

To spread the #MovingDayLove nationwide and ease moving-related stress for even more people, Lovesac is hosting a Twitter party, in partnership with Clever Girls, on Thursday, September 3 at 1 p.m. PST / 4 p.m. EST. The hour-long party, which anyone can participate in by RSVP'ing and using #MovingDayLove, will focus on moving stories (the good and bad), tips and more. Five participants will win \$100 Lovesac gift cards and one grand prize winner will never have to deal with an unwieldy couch again, as they take home one of Lovesac's Sactionals.

For more information about Sactionals by Lovesac, visit Lovesac.com/Sactionals.

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.

Survey Methodology

This survey was conducted online within the United States by Harris Poll on behalf of Lovesac from August 7-11, 2015 among 2,084 adults ages 18+. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact ehealy@mullenlowe.com.

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