

LOVESAC

Designed for Life Furniture Co.



Real Estate 2019



Comfort That Can Always Fit Your Life and Look Like New Forever

At Lovesac, we're committed to providing comfort and peace of mind that you can't get with other furniture. We believe a product should be built to last a lifetime and designed to evolve as your needs change. This heightened sense of utility enables a new way of living – where you can continue to invest in, expand, and evolve your furniture instead of adding it to the landfill. This reduced stress frees you to live the life you love.



1995

The World's Most Comfortable Seat™

Shawn Nelson invented the Sac. What started as a fun experiment in building the biggest beanbag (stuffed with Durafoam® – not beans!) in the world inadvertently began a revolution.

2001

Welcome to Lovesac

The masses had spoken: They wanted a Sac. To meet public demand, the very first Lovesac Showroom was opened.

2006

A New Wave of Couch

Lovesac began to change the way people bought furniture with the invention of Sactionals. As The World's Most Adaptable Couch™, Sactionals were designed to Always Fit™ and be Forever New™.

2016

A Rebranded Experience

With sights set on continuing to develop and expand core product platforms, Lovesac reimagined the brand from the ground up. This included a refreshed look, a defined point of view, and a totally new approach to showrooms and e-commerce.

2019

Investing in the Future of Total Comfort™

The idea that furniture can always fit your life and look like new forever is catching on. Now with the backing of the public, the road is paved for product innovation in new categories. Lovesac's Designed for Life™ philosophy sets the stage for a new way of living: in Total Comfort.

Two product
platforms that
enable a new
way of living



Sacs: The World's Most Comfortable Seat



Sactionals: The World's Most Adaptable Couch



Total Comfort for you, your family, and the planet

Through our partnership with Repeve, the base upholstery fabric of Sacs and Sactionals Inserts is made from 100% repurposed plastic bottles. This means, in one year alone, we're removing 25+ million bottles from the waste stream and locking them into furniture that can last a lifetime.

Sactionals are Built to Last and Designed to Evolve

The Sactionals product platform provides style, comfort, and peace of mind. Spills, a growing family, or moving to a new home shouldn't mean that your couch ends up in a landfill. Instead, we designed Sactionals to evolve as your life changes, enabling you to enjoy even more little moments along the way.



Washable



Changeable



Rearrangeable



Moveable



60-Day Home Trial



Guaranteed for Life



Experience Cloud-Like Comfort When You Sink into a Sac

With luxurious faux fur Covers, our proprietary blend of shredded Durafoam, and a unique stitch-pattern, Sacs provide cloud-like comfort that you have to feel to believe. Whether you're looking for a statement piece to pull the whole room together or an incredible place to relax and unwind, a Sac is guaranteed to be the best seat in the house for years to come.



Washable



Changeable



60-Day Home Trial



Guaranteed for Life





Designed for Life

Lovesac products are built to last a lifetime and designed to evolve with you. We seek to use sustainable inputs, but even consumable parts are built for replacement, recycling, or easy repair so they won't end up in a landfill. This is a higher standard of sustainability.

Planned obsolescence is an outdated business strategy that is irresponsible. Designed for Life products are beautiful because they are simple, loveable, and classically enduring. They deliver heightened utility within their role, making life a bit easier. You don't just buy a Designed for Life product. You invest in it

Real Estate Criteria

Lovesac is aggressively expanding our Designed For Life furniture showrooms across the United States. We are seeking prime locations in major retail areas within enclosed malls, lifestyle centers and high street locations. Specific criteria includes the following:

- Trade Area: Regional
- Square Footage: 1,000 - 1,500
- Minimum Frontage: 20'
- Average HH Income: \$125,000 +
- High Population Density
- Premier Lifestyle Cotenants
- Other Furniture Retailers Preferred

