

Form 144 Filer Information

FORM 144

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549****Form 144****NOTICE OF PROPOSED SALE OF SECURITIES
PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933****144: Filer Information**

Filer CIK 0001900501

Filer CCC XXXXXXXX

Is this a LIVE or TEST Filing? ☒ LIVE ☐ TEST**Submission Contact Information**

Name

Phone

E-Mail Address

144: Issuer Information

Name of Issuer Lovesac Co

SEC File Number 001-38555

Address of Issuer
421 Atlantic Street, Suite 201
Stamford
CONNECTICUT
06901

Phone 888-636-1223

Name of Person for Whose Account the
Securities are To Be Sold Vineet Mehra

See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filing this notice.

Relationship to Issuer Director

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name the Securities Exchange
Common Stock	Morgan Stanley Smith Barney LLC 245 Lytton Avenue Suite 200 Palo Alto CA 94301	15000	249150.00	14638148	07/16/2026	Nasdaq

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
Common Stock	06/11/2025	Employee Stock Unit Award(s)	VINEET MEHRA	☐		3124	06/11/2025	Compensation
Common Stock	07/01/2024	Employee Stock Unit Award(s)	VINEET MEHRA	☐		940	07/01/2024	Compensation
Common Stock	03/02/2024	Employee Stock Unit Award(s)	VINEET MEHRA	☐		456	03/02/2024	Compensation
Common Stock	07/01/2023	Employee Stock Unit Award(s)	VINEET MEHRA	☐		2977	07/01/2023	Compensation
Common Stock	07/01/2023	Employee Stock Unit Award(s)	VINEET MEHRA	☐		1567	07/01/2023	Compensation
Common Stock	07/01/2023	Employee Stock Unit Award(s)	VINEET MEHRA	☐		940	07/01/2023	Compensation
Common Stock	06/01/2024	Employee Stock Unit Award(s)	VINEET MEHRA	☐		4996	06/01/2024	Compensation

* If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

Nothing to Report



144: Remarks and Signature

Remarks

Date of Notice

07/16/2026

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature

/s/ Vineet Mehra

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)