

LOVESHACKFANCY

Subject: Important Company Update

Hi Team:

As we approach the end of 2025, I want to share an important company update. **Effective immediately, all travel and associated expenses will be paused through the end of Q4.** This decision is in our best interest to stay aligned with our year-end goals and ensure we meet our tight budget numbers. Although we know this is not an ideal situation, we want to maintain the strong foundation that continues to drive LoveShackFancy's growth.

Please know that this decision does *not* reflect any financial concerns, but it is rather a proactive step to limit expenses, manage our spending and ensure we finish off the year on target. Any exceptions will be reviewed directly by our chief financial officer.

We will reassess this initiative on Jan. 1, 2026. Thank you always for your continuous creativity, dedication and love for what we do. Together, we will continue to spread beauty and positivity.

With gratitude,
Rebecca Hassel Cohen
Founder & CEO, LoveShackFancy

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Word Count: 150