



LightInTheBox Unveils Artist Collaboration Series, Showcasing Exclusive Designs by Emerging Talent

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SINGAPORE, April 29, 2025 /PRNewswire/ -- LightInTheBox Holding Co., Ltd. (NYSE: LITB) ("LightInTheBox" or the "Company"), a global online retail company, today announced the launch of its Artist Collaboration Series, a groundbreaking initiative featuring exclusive apparel designs by talented, up-and-coming artists. This program highlights the Company's commitment to fostering creativity, supporting artists, and differentiating its product offerings in the competitive e-commerce landscape.

The Artist Collaboration Series bring unique, high-quality designs to a range of apparel, including t-shirts, hoodies, dresses, and pants. By partnering with artists like Ruth Thompson, Vincent Hie, Sheena Pike, and Dakota Daetwiler, the Company offers consumers distinctive products that stand out from mass-market alternatives. Each artist brings a unique perspective:

- **Ruth Thompson**, a veteran fantasy artist with over 30 years of experience, creates mythical and legendary designs using pencil, ink, charcoal, oil paints, and digital tools.
- **Vincent Hie**, a core figure in the global Big Face phenomenon, delivers highly detailed and vibrant artwork inspired by shapes, forms, and colors.
- **Sheena Pike**, a Canadian artist, infuses her whimsical, dreamlike designs with emotion and nostalgia, drawing from nature, fantasy, and pop culture.
- **Dakota Daetwiler**, a self-taught oil painter, crafts vibrant, story-driven pieces with hidden elements, blending traditional and imaginative styles.

Available now on LightInTheBox's dedicated platform, the collection aligns with the Company's broader strategy to prioritize profitability over volume. Unlike competitors who focus on low-cost, high-volume sales, the Company emphasizes curated and value-driven offerings. The Artist Collaboration Series not only provide artists with a platform to showcase their work and earn income but also reinforce the Company's commitment to quality and innovation.

"This initiative reflects our vision to elevate the shopping experience by offering unique, artist-driven products," said Jian He, CEO of LightInTheBox. "By empowering artists and prioritizing quality, we're building a sustainable model that resonates with consumers and sets us apart in the market."

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