Hulu Launches New Online Shopping Destination Featuring Original Merchandise, Hulu Branded Swag, and Limited Edition Ugly Holiday Sweaters

Debut marks the first time the fan-favorite holiday sweaters will be available for sale, with the purchase price of all sweaters donated to Feeding America®

TV lovers can now wear their fandoms on their sleeves - literally! Today, Hulu announced the launch of "Shop Hulu," a unique online shopping experience featuring exclusive limited editions of carefully selected apparel and lifestyle products inspired by Hulu Originals, popular titles in Hulu's on-demand library, and Hulu branded swag.

Among the items debuting this month are Hulu's famous collection of Ugly Holiday Sweaters, inspired by some of its most beloved Original series - *Love, Victor, Solar Opposites, The Great, The Handmaid's Tale,* and *Wu-Tang: An American Saga*. This year marks the first time the sweaters will be available for purchase, starting on Tuesday, November 30. And keeping in the spirit of the holiday season, through December 31, 100% of the purchase price from the sale of the Ugly Holiday Sweaters (excluding taxes and shipping fees) will be donated to Feeding America®*.

Pupa fans, rejoice! The shop will also feature out of this world apparel, glassware, stickers, and more for fans of *Solar Opposites*, just in time for the show's holiday special that will premiere on November 22. The "Shop Hulu" team collaborated with *Solar Opposites* Executive Producers Mike McMahan, Justin Roiland (Korvo, himself!), and Josh Bycel to curate this collection and ensure fans will be saying "Holy Shlorp!" when they get their hands on it.

Today's launch provides fans with a way to engage with their favorite shows beyond the screen. Shoppers will be delighted by hundreds of exclusive apparel and household items based on their go-to shows from the Hulu library, including Division Badge-embellished pieces from *The Orville* (season 3 returns as a Hulu Original on March 10, 2022), select items from the recently launched *Wu-Tang: An American Saga* capsule collection from Mitchell & Ness, and themed merchandise from Hulu's most popular acquired TV series including *Grey's Anatomy*, *It's Always Sunny in Philadelphia*, *American Horror Story*, *What We Do In The Shadows*, and more!

"Shop Hulu" visitors will receive a discount on their first purchase if they sign up for the shop's official newsletter, and additional special offers will be available throughout the year, beginning with Black Friday and Cyber Monday. Shipping is currently only available within the United States.

**Purchase price excludes tax and shipping fees. Limit 5 sweaters per person, U.S. and DC residents only. Maximum donation: $54,950 (1,000 sweaters). Returned sweaters will not reduce donation to Feeding America. Ends 12/31/21.*