

Lulu.com Celebrates 20 Years of Being Lit

RESEARCH TRIANGLE PARK, NC - Feb 7, 2022 - Earlier this week, pioneers in self-publishing, Lulu.com, celebrated a milestone that many tech startups and Internet businesses fail to achieve: 20 years of growth and industry leading innovation.

“In modern vernacular, Lulu would be a ‘Gen Z’ right now,” said Lulu founder, Bob Young. “And I think it’s important to bring that youthful energy to everything we create. No cap.”

To ensure that youthful energy is felt throughout the year, Lulu has tapped their resident youth culture appropriator and VP of Marketing, Matt Briel, to keep the company up to date on emerging trends and technologies.

When asked to comment on this story, Briel responded, “DM me.”

When DM’d to comment on this story, Briel responded, “Lulu is 🔥. They’ve kept it 100 since I started and so many dope creators have been able to make 📱 - which are like websites but you can carry them around - and make 💰. And that is on fleek ❤️.”

“Word,” added Bob Young.

Since 2002, Lulu has been slaying the self-publishing sector with industry leading print-on-demand technology and innovative direct-to-consumer ecommerce solutions. However, the true milestone is the 2.1 million authors that have brought their projects, dreams, and ideas to fruition through Lulu’s platform.

“Our technology and platform are on point,” continued Young, “but without people who are willing to share their stories in an effort to make the world a better place, all of that means nothing, fam.”

Over the last 20 years, Lulu has seen projects published through their platform become best-sellers, podcasts, live shows, launch businesses, and preserve legacies. In recognition of the incredible creatives, authors and entrepreneurs that have made Lulu what it is today, Lulu will celebrate their 20th anniversary the week of 2/7-2/11. Follow Lulu’s 20th anniversary drip @luludotcom on social media or visit lulu.com.