



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

January 3, 2023

Casey McGarvey  
Chief Legal Officer  
Purple Innovation, Inc.  
4100 North Chapel Ridge Road, Suite 200  
Lehi, Utah 84043

**Re: Purple Innovation, Inc.**  
**Registration Statement on Form S-3**  
**Filed on December 27, 2022**  
**File No. 333-269005**

Dear Casey McGarvey:

This is to advise you that we have not reviewed and will not review your registration statement.

Please refer to Rules 460 and 461 regarding requests for acceleration. We remind you that the company and its management are responsible for the accuracy and adequacy of their disclosures, notwithstanding any review, comments, action or absence of action by the staff.

Please contact Bradley Ecker at (202) 551-4985 with any questions.

Sincerely,

Division of Corporation Finance  
Office of Manufacturing