



DIVISION OF  
CORPORATION FINANCE

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

May 28, 2025

Robert T. DeMartini  
Chief Executive Officer  
Purple Innovation, Inc.  
4100 North Chapel Ridge Road, Suite 200  
Lehi, UT 84043

**Re: Purple Innovation, Inc.  
Registration Statement on Form S-3  
Filed May 23, 2025  
File No. 333-287560**

Dear Robert T. DeMartini:

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 Jenny O'Shanick at 202-551-8005 with any questions.

Sincerely,

Division of Corporation Finance  
Office of Manufacturing

cc: Dan Lyman