



# LULULEMON ATHLETICA INC. (\$LULU)

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Strategic Communication

# OVERVIEW

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- 01 GENERAL INFORMATION  
What is Lululemon
- 02 BUSINESS MODEL  
How do they make money?
- 03 MARKET  
Who buys the product? Where?





# GENERAL INFO

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- Founded in 1998 in Vancouver, BC, CA by Chip Wilson
- Why Lululemon as a name?
  - History of Marketing in Japan
  - LLL (Triple L)
  - Memorable, Unique
- Yoga Background
- Athleisure
- Direct to Consume Model



# \$40.1 BILLION

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Current Evaluation

(Sept, 6, 2022)



**\$6.257 BILLION**

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2021 Revenue



# RETAIL VS ONLINE

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# RETAIL VS ONLINE

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## RETAIL

- Physical Store
- Full time, Pop-Up, Outlet
- Importance of In Person Sales
- "Value of Relationships with Customers"
- Emphasis on the experience of in person shopping at a physical store

## ONLINE

- App
- Website
- Massive Increase in use due to COVID-19
- In the first ¾'s of 2020, app and website sales resulted in \$710.4 million of revenue





# RETAIL FRONT

## ▲ CANADA

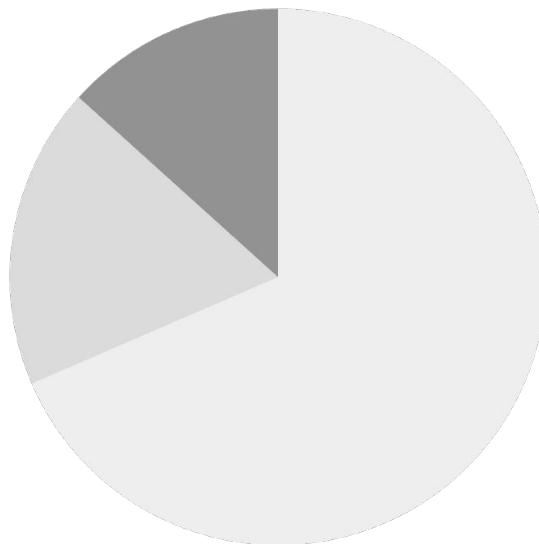
11% of total stores

## ▲ CHINA

15% of total store

## ▲ US

57% of total stores



569

Total Store Across the  
Globe

59%

Of Sales in North  
America

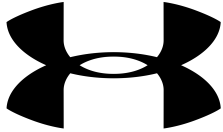
83%

Of Retail locations in Canada,  
China, & the US



# COMPETITORS

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**UNDER ARMOUR**

- One of the biggest companies in sports
- Does more than just make apparel



- Makes similarly price athleisure apparel
- Appears to sell a lifestyle as well



**ATHLETA**

- Owned by GAP
- Marketed exclusively to Women
- Slightly less expensive





# PRODUCTS

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“FOOTWEAR”

# NEW PRODUCT

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- Female Sizing Only
  - Slides in Men's Sizes as well
- Slides: \$58
- Sneakers
  - Range from \$138-\$148



“MIRROR”

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NEW  
PRODUCT

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- Starts at \$1495
- Most expensive model, \$2045
- Plus, \$39 a month subscription
  - 1 yr commitment minimum
  - \$468 in addition to the mirror



IDEAL CUSTOMER

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# OCEAN

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## JOB

Corporate  
Professional

## AGE

32

## GENDER

Female

## SALARY

\$100k+

## DESCRIPTION

- Single or engaged
- Has her own condo
- Enjoys Travel
- Fashionable
- Has an hour and a half to work out a day





# “DUKE”

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## JOB

Anything that  
earns money

## AGE

35

## GENDER

Male

## SALARY

More than  
Ocean

## DESCRIPTION

- Athletic opportunist, surfed and snowboarded
- Outside in all seasons
- Willing to pay for quality



# KEYS TO SUCCESS

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## MARKETING

Selling a lifestyle rather than a specific product

## TIMING/TREND

Credited with Starting the Athleisure Trend

## PRICE

Price Point creates Exclusivity

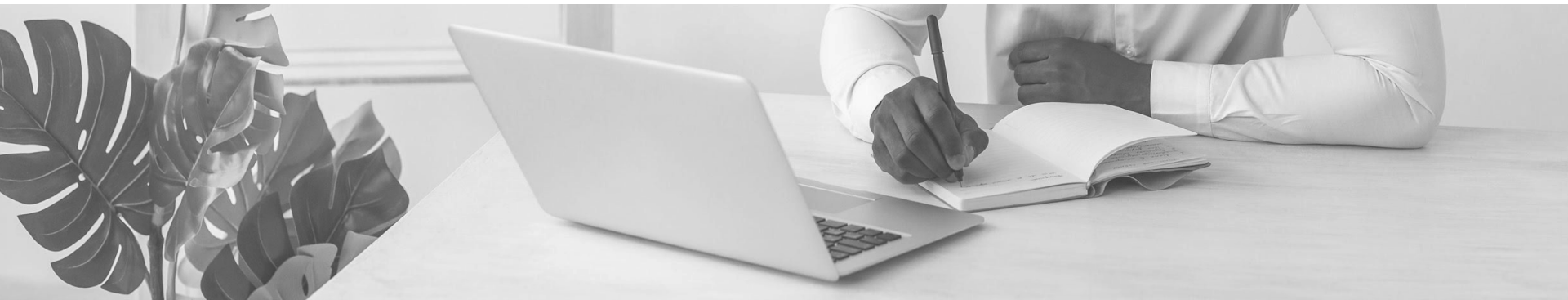






# CONTINUED SUCCESS

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## INNOVATION

New Products  
(Mirror/Footwear)  
Upcycle Program

## RESULTS

Lululemon is the face of  
the Athleisure and Yoga  
Market  
It will continue to be until  
they are bested

# THANKS

CREDITS: This presentation template was created by **Slidesgo**, including icons by **Flaticon**, infographics & images by **Freepik**





# RESOURCES

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