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FOR IMMEDIATE RELEASE

Patagonia Partners with Lululemon to Release a Collaborative Line of Winterwear

Patagonia and Lululemon create “The Winter Defense Dream Team”

Washington D.C.-Patagonia and Lululemon have come together to design a new winter collection that will be available for a limited time only in both stores and online. The line was designed to help with the windshield index in major areas in the country.

The line was designed in Ventura California. And took several months to fully complete the line and make sure that it would be additional form of protection to the harsh winters of some states in the country.

The collection was tested out in Washington D.C., Chicago, Minneapolis, Boston and New York City.

CEO of Patagonia, Yvon Chouinard, said in a statement, “We are very excited to launch a winter collection that could truly change the way we dress, and plan in the winter months. “

The line includes athletic wear tailored to the weather of the harsh winter season designed by both Lululemon and Patagonia.

Health care workers can receive a fifty percent discount from the collection at any the select locations or online.

Both companies have been planning to work on something together for quite a long time now and are excited to release the line.

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About Patagonia

we appreciate that all life on earth is under threat of extinction. We aim to use the resources we have—our business, our investments, our voice and our imaginations—to do something about it.