

Lululemon athletica narrative essay

[Business](#), [Industries](#)



Lululemon Athletica The athletic clothing brand " Lululemon Athletica" (commonly known as Lululemon) was founded in Vancouver BC in 1998. The first Lululemon shared its retail space with a yoga studio. The Lululemon name was chosen in a survey of 100 people from a list of 20 brand names and 20 logos. The logo is actually a stylized " A" that was made for the first letter in the name " athletically hip", a name which failed to make the grade. The first real store opened in November of 2000.

Lululemon's target markets are men and women who are looking for athletic apparel for yoga, running, dancing, and most other sweaty pursuits. The reason why I chose this brand is because I am personally a huge fan of this brand, and this is the only brand of athletic wear I do wear. Another reason why I chose this brand is because personally I like how comfortable, affordable and fashionable the products are. I love how comfortable the pants and zip up sweaters are. From Lululemon I own 4 pairs of track pants, 8 sweaters, and 5 pairs of their pdex socks.

What really impresses me about their products is how great of quality their products are. I have never ever had a problem with their products whether it would be the colour fading, seems coming out of the spot that they were in, material wearing.. Etc.. I also love how when you do order things online, Lululemon pays for your shipping right to your doorstep. Lululemon uses the marketing mix and the 4 p's very creatively. This brand uses their promotion skills in a very organized and smart fashion.

They use a lot of magazine ads, commercials, billboards, popup's on the computer, having ware house sales, even emailing their previous customers about upcoming sales and promotions they are having. Also in New York at <https://assignbuster.com/lululemon-athletica-narrative-essay/>

the Lululemon store, they had a women doing yoga with the yoga attire on, showing customers how easy it is to do activities in their clothing. Lululemon has a lot of stores in and around Canada and in the USA where there is a lot of commercial and busy areas like Toronto and New York.

The prices for their yoga pants depends on usually how popular the pant is, the colour of the pants, and what type of yoga pant you are getting. The yoga pants are usually around the price of \$92. 00 to \$128. 00. There are 40 Lululemon Athletica stores across Canada, 38 stores and showrooms in the United States and 7 stores and showrooms in Australia. I think Lululemon will still be popular in 5 years because although there are other options when shopping for athletic wear, their quality will never compare to Lululemon. The Lululemon athletic line does an amazing job with changing their styles around and keeping them up to date.

As the crisp cold weather approaches, Lululemon has already started to advertise and bring out their fall/winter line. In this line, they feature new winter jackets, new running wear (leggings, yoga pants, socks, sweaters), and their new shorts and skirts for the warmer days of fall. After every season, Lululemon is always making sure they are up to date, coming out with new styles, and making their customers happy; and that is the main reason why Lululemon will stay popular in 5 years because they keep their customers happy when they come in, and when they leave.