

Media kit: lululemon athletica inc



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Press release

Lululemon Athletica Inc. is the company that produces sport clothing for middle and upper class consumers. This company ethically connects yoga and sport life style of the contemporaries. In spite of the high-level competitiveness of Adidas and Nike, Lululemon Inc. has expanded to 80 different countries' markets. A net income of the company was \$7. 7 million in 2007. This company appeals for both women and men by unique fabric made from silver, bamboo, soya beams etc. Natural materials are dominant for the company and “ being natural” is the style of the company as well. Moreover, the unique fashion trend in the company is clothing made of cotton with flat seaming, credit and key pockets and other curious and convenient widgets. Basically, this company has another privilege: it provides contemporaries with eco-friendly summer clothing and that is particularly beneficial both for the environment and consumers.

Fact sheet

Lululemon Inc. develops its best eco-friendly apparel for yoga;

The level of harmful waste is decreased, while personal style is being greatly contributed by this company;

Yoga apparel for the company is the reflection of healthy lifestyles.

Lululemon promotion

Lululemon Inc. is focused on promotion of healthy life styles. The company is not focused on money; it shows modern busy ladies and gentlemen how to keep their individualities and not to lose them on the background of violence and cruelties of the modern world. A positivistic nature of the company's manifesto is the best-created set of slogans and apt mottos. Lululemon Inc.

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shows that their products are desirable tools for self-development of any individual. A globalized mood of Lululemon Athletica Inc. and its focus on such features as people's involvement in their healthy ways of life and not only their businesses positions the company as the world's leading humane and eco-friendly company.

Unique Fabric

Whether yoga promotes Lululemon Athletica or Lululemon Athletica promotes yoga remains unsolved. The fact that Lululemon designs its yoga apparel from such kind of controversial and unusual materials as charcoal, bamboo, silver, soybeans and coconut makes this company unique. When the skin of an individual, who is trying to get healthier, is sweating, it gets enriched by amino acids, minerals and vitamins. This is unusual and this is unique, and this is Lululemon Athletica. It is simple, its yoga apparel is not intricate and it is the company's zest.

Being natural, wear natural mans being modern

Lululemon Athletica Inc. puts a stake on healthy life promotion. Going in for sports, wearing sports clothing from natural fabric increases self-esteem of any consumer and greatly contributes into his self-esteem. The celebrities, such as Justin Timberlake, Jessica Bill and others are on the edge of their glory, but they are inspired by a trend of being natural and healthy, promoted by Lululemon Athletica Inc.

References

1. The Official Website of Lululemon Athletica Inc. <http://www.lululemon.com>

Appendix I

Lululemon Athletica Inc. manifesto

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