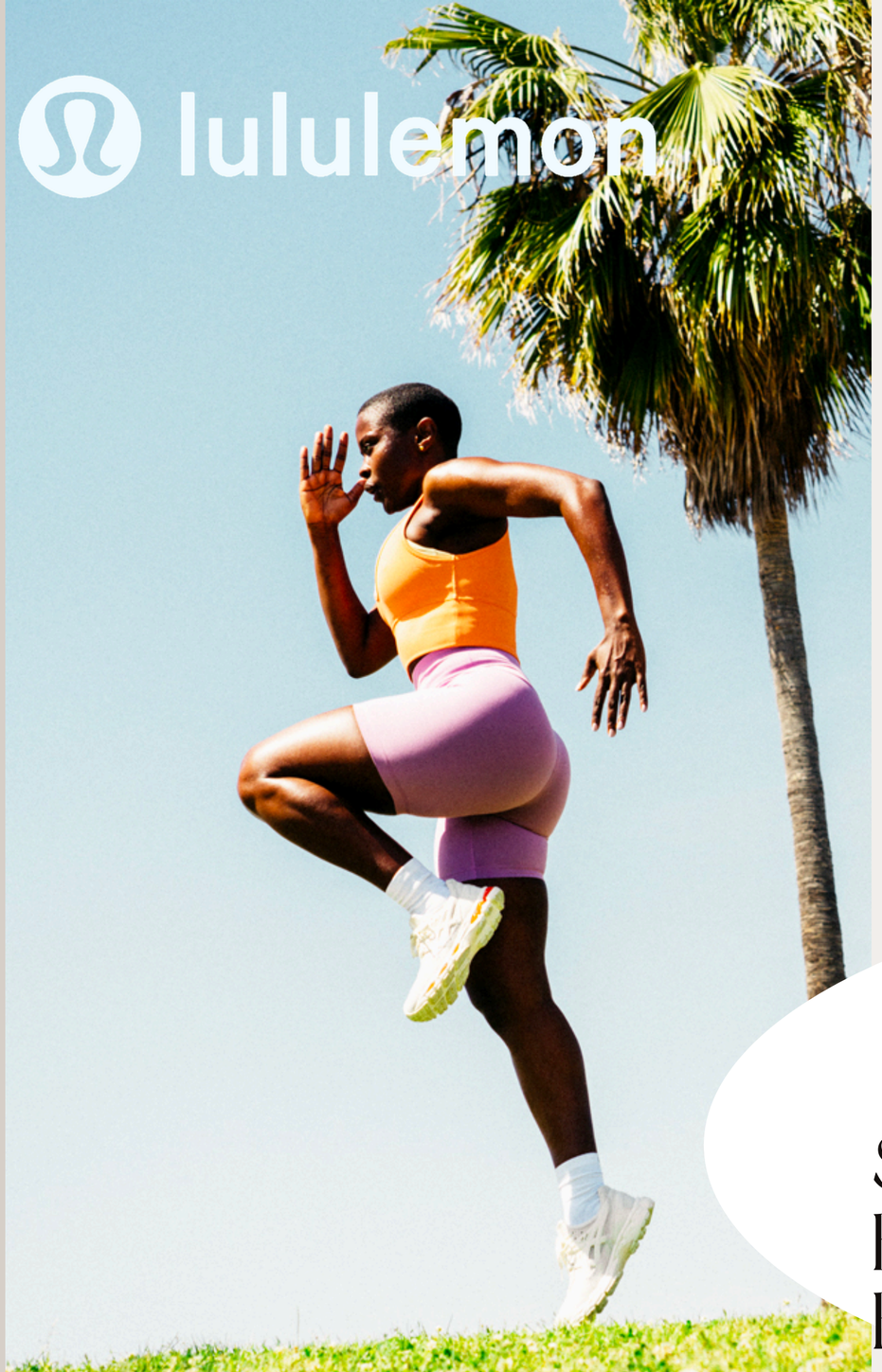

lululemon
ALIGN COLLECTION



THE COMPANY

LULULEMON ATHLETICA



COMPANY BREAKDOWN

- Founded Vancouver, Canada 1998 by Chip Wilson
- Design studio by day, yoga studio by night
- Officially a store in November 2000
- A lot of controversy along the way
  - false claims on fabric
  - recalls on products containing lead
  - consumer complaints

2007

$327.6 BILLION IN REVENUE

2023

432 RETAIL STORES

2022

1698 YOGA INSTRUCTORS



BRAND SPECIFICATIONS

LULULEMON ATHLETICA

BRAND DEEP DIVE

Identity: high-performance yoga apparel, holistic lifestyle, urges customers to have a healthy work and life balance

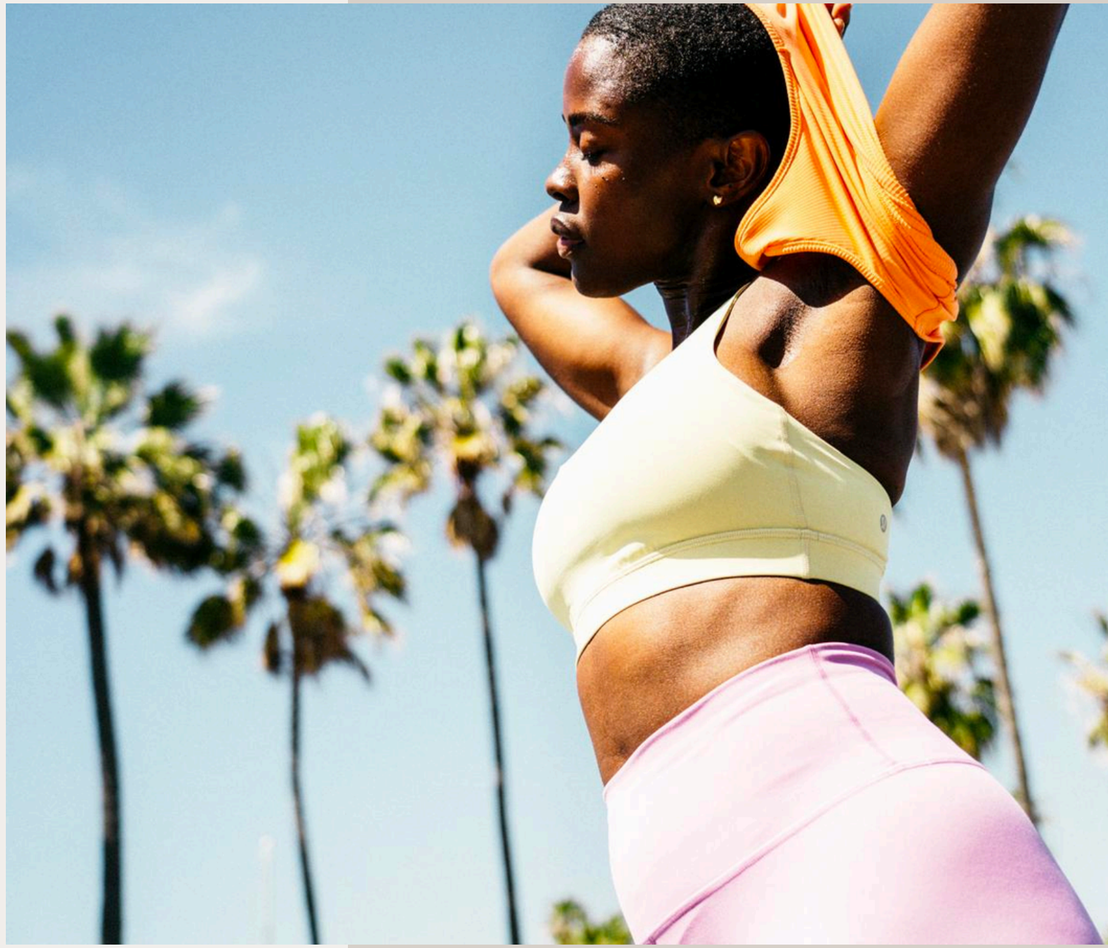
Target Market: Women and men, mid-teens and mid-thirties

20-40s

Price Zone: Customers are willing to pay top-dollar prices, a high price raises expectations

$$$

Size Range: XS: 0-4 S: 6 M: 8 L: 10-12, XL: 14-16



"LULUHEADS"



THE SEASONS

LULULEMON ATHLETICA

Java

Velvet Dust

Sunny Coral

Solar Orange

Blissful Blue

Wild Indigo

Maldives Green

SPRING 2023

- Align collection included products such as:
  - Tank Top
  - Racerback Tank Top
  - High-Rise Short 4" and 6"
  - High Rise Short with Pockets 6"
  - High-Rise Crop 23"
  - Ribbed High-Rise Pant 25" and 28"
  - Super-High-Rise Pant 28"
  - High-Rise Wide-Leg Pant 31"
  - High-Rise Mini Flared Pant 28"
- Introduced new ribbed texture, v-waistband, and different colorways in popular silhouettes.

UPLOAD TUESDAY

- Avid Lululemon shoppers watch for updates on the website every Tuesday at 5pm Eastern time/2pm Pacific time.
- During the holiday season, Lululemon uploads and restocks twice a week
- An upload includes the introduction of new products, new colors, and restocks to best sellers





MATERIALS

LULULEMON ATHLETICA

ALIGN LEGGINGS

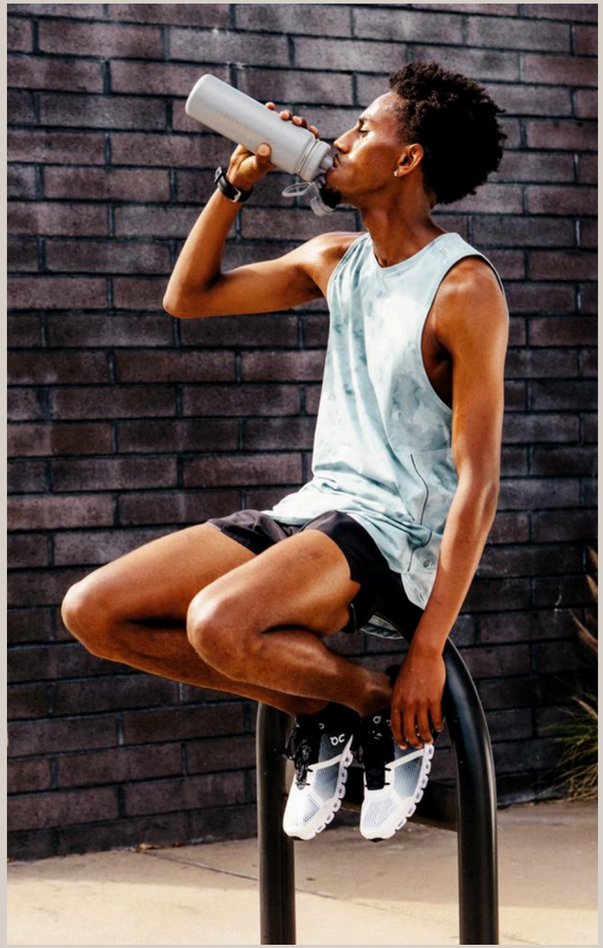
- LuluLemon Align leggings are made from what they call Nulu Fabric
  - Body: 81% Nylon, 19% Lycra® elastane
  - Lining: 90% Nylon, 10% Lycra® elastane
- This fabric has designed to have features such as
  - a buttery soft weightless feeling
  - sweat wicking abilities
  - four way stretch
  - breathability
  - Lycra® was added for stretch and shape retention



- Designed for low impact workouts such as yoga
- Can be seen in other Lululemon products such a the align sports bra and tank top

LYCRA®

- Invented in 1958 by chemist Joeseph Shivers at DuPont’s Benger Laboratory in Waynesboro, Virginia
- This is the worlds most well known spandex fiber brand
- It has revolutionized garments
  - better fitting
  - move with the body
  - comfortable
  - shape that lasts
- Lycra was designed to last. Last after a wash, a run, a swim. Day after day.
- Can be added to pretty much any form of apparel such as hosiery, jeans, socks, swimwear, activewear, etc.





STRUCTURE

LULULEMON ATHLETICA



ALIGN STRUCTURE TECHNIQUES

- **Brushing:** a mechanical treatment that helps make the leggings so soft and appealing for customers
- **Reversible:** all leggings are reversible so they are never inside out
- **Finishing:** finished with a durable water repellent so that sweat does not affect customers bodies when working out.
- **Laser Cutting:** cuts patterns into garments for venting and helps finish hem edges



STRUCTURES

- **High Waisted:** high coverage for comfortability
- **Hidden Waistband:** perfect for fitting a card or key
- **Silhouette:** compressed to body shape
- **Nulu Fabric Texture:** breathable, butter-soft, and stretchy fabric
- **Chafe Resistant:** design with flat and bonded seams, seamless fabrics, and elastic on the outside of hems so that extra fabric and stitching aren't rubbing against your body
- **Naked Seam:** smooth technology used to bond seams instead of stitching so it decreases chafing
- **Colors:** comes in a variety of colors



Highwaisted Structure

Nulu Fabric, soft texture

Compressed Silhouette

One of many colors offered



DESIGN

LULULEMON ATHLETICA

STANDARD DESIGN ELEMENTS

THESE LEGGINGS ARE DESIGNED FOR YOGA,TRAVEL, DANCE,"ON THE GO", AND CASUAL OCCASIONS



ALL LEGGINGS HAVE...

- Limited seams
- Are doubled lined
- Gussets in the crotch area
- Double folded hems
- Minimal features

Choice Design elements

- Different Inseam length options:17", 21", 23", 25", 28", or 31"
- Waistband: contoured (standard) or v-shaped
- Waistband lengths: low-rise, high-rise, super high-rise
- Legging styles: fitted (classic), mini flare, scalloped hem, ribbed, cropped, ruched
- Special features: pockets and extra lightweight design

DESIGN/FIT ENHANCERS



- Lulu uses body mapping technology to add fabric in high-stress areas to help with circulation and fit when wearing
- built-in liners to ensure they stay in place and help with sweat-wicking commonly found in skirts and shorts
- offers complimentary tailoring

ALIGN DESIGNS

Mini Flare



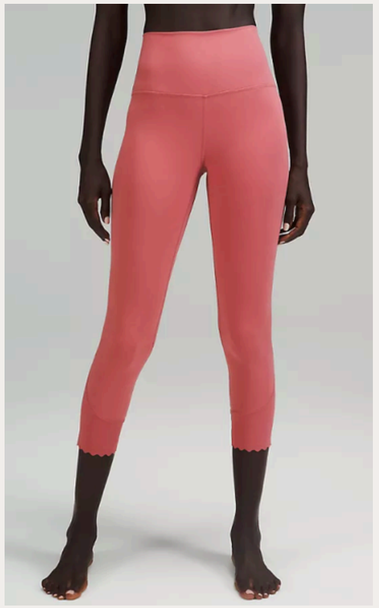
Cropped



Ribbed



Scalloped hem



V-waist



Ruched





THE TECHNIQUE

LULULEMON ATHLETICA

	Operation	Seam	S.A.	Stitch	SPI
1	Stitch the top vertical edges of the legs together to form the center back seam of the leggings. The stitch should be six inches in length from the top of the leg pieces.	Fsa	0”	607	10-12
2	Match up the back curved edge of the gusset to the pants leg. Make sure the middle of the gusset aligns with the center back seam created in the previous step.	-	-	-	-
3	Stitch the gusset to create the crotch of the leggings.	FSa	0”	607	10-12
4	Connect the front of the leggings to the front edge of the gusset to and stitch down the legs to make the inseam.	FSa	0”	607	10-12
5	Match up the long straight edge of the pocket lining to the bottom right edge of the front waistband. Also align the side of the pocket lining with the right side of the waistband.	-	-	-	-

6	Stitch the curved edge of the pocket lining to bottom right of the front waistband.	LSq	¼”	602	10-12
7	Stitch the left side seam of the waistband by putting the front and back waistband pieces together.	SSa	¼”	514	10-12
8	Stitch the right side seam of the waistband by aligning the pocket lining and front waistband to the other side of the back waistband.	SSa	¼”	514	10-12
9	Flip the waistband to the outside and cut a two inch opening next to the right side seam of the waistband.	-	-	-	-
10	Fold inward in and stitch along the edge to finish the two inch opening	EFa	¼”	514	10-12
11	Stitch to the outward from the two inch opening to the edges of the pockets to secure the opening.	Osa	½”	401	10-12
12	Fold the the waistband in half. The pocket lining should be inbetween the front and back waistband pieces with the pocket opening inside the waistband.	-	-	-	-

13	Join the bottom edge of the waistband to the top edge of the pants and sew all the way around.	SSa	¼"	514	10-12
14	Fold the ends of the legs over twice and stitch along the edge of the roll to make the hem.	EFb	½"	514	10-12

ANY QUESTIONS?

WEBSITE LINKS

- https://shop.lululemon.com/CID=MSN_PPC_US_NAT_EN_X_BrandIncr_All-Brand_GEN_Y22_ag=PPC_B_US_EN_DM_M_GEN_EM_lululemonathletica&gclid=316d3958eb2e197e9dbe5d53b75c6b73&gclsrc=3p.ds&msclkid=316d3958eb2e197e9dbe5d53b75c6b73
- https://www.agentathletica.com/lululemon-upload-times/
- https://www.lycra.com/en
- https://shop.lululemon.com/p/womens-leggings/Align-Pant-2/_/prod2020012?color=52868
- https://info.lululemon.com/design/construction/construction-details