



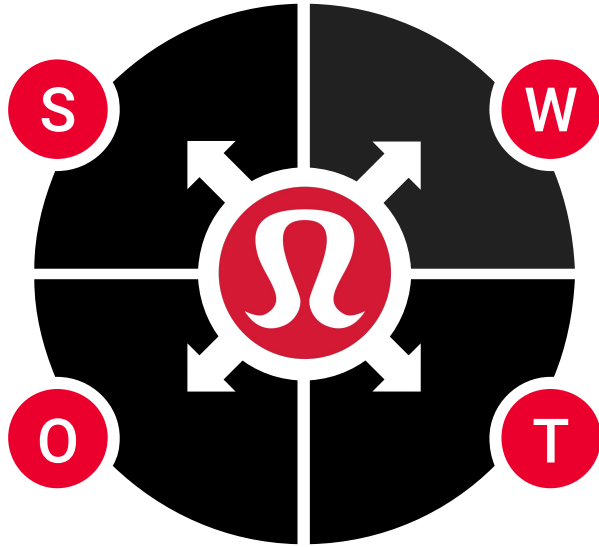
lululemon

Brand Playbook

Brand Overview

- Technical athletic apparel company for yoga, running, and training
- Design studio/yoga studio
- Chip Wilson, Vancouver Canada, 1998, first yoga class
 - 20 years in surf ski skate
 - Opportunity
- "Quite frankly, some women's bodies just don't work for it... Even our small sizes would fit an extra large. It's really about the rubbing through the thighs, how much pressure is there."
 - He consistently put Lululemon in a position of taking fire
- Community over brand
- Leader in athleisure

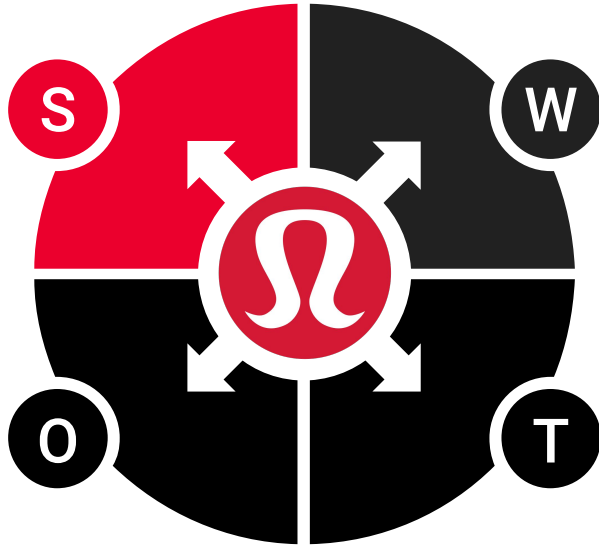
SWOT Analysis



Overview:

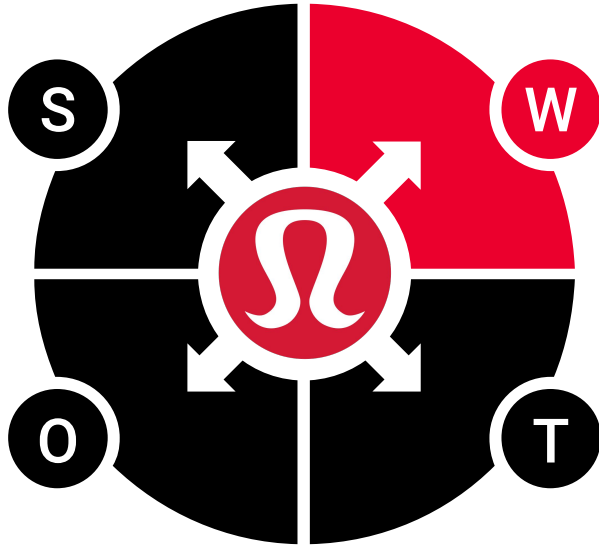
- Very strong branding, great reputation
- Room for improvement in marketing
- Good market outlook + international opportunities
- Will need to fight to stay on top moving forward

Strengths:



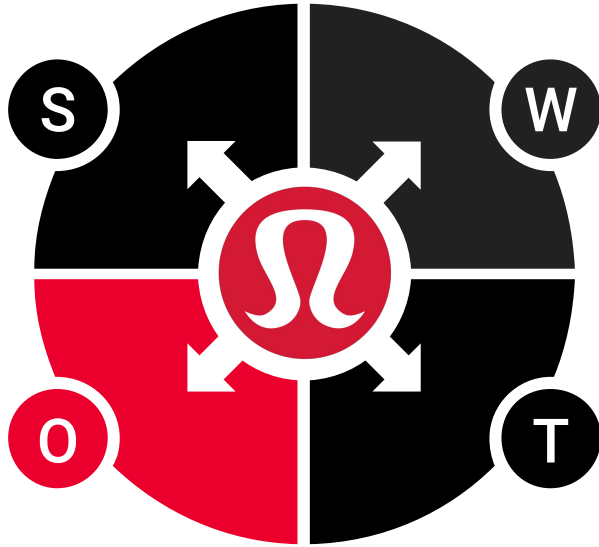
- Strong association with high quality, comfort, and style
- Reputation for happy, attentive employees and great customer service
- High customer retention
- Innovative R&D department, fashion designer collaborations
- Strong marketing through employee network/WOM, influencers, yoga bags

Weaknesses:



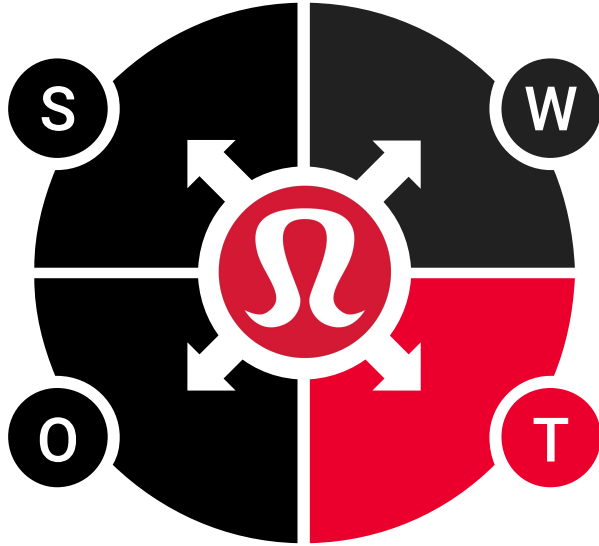
- High price tag, reputation for being overpriced
- Associations with elitism, body exclusivity
- Limited international presence, brand recall
- Limited online presence (Social media, etc.)

Opportunities:



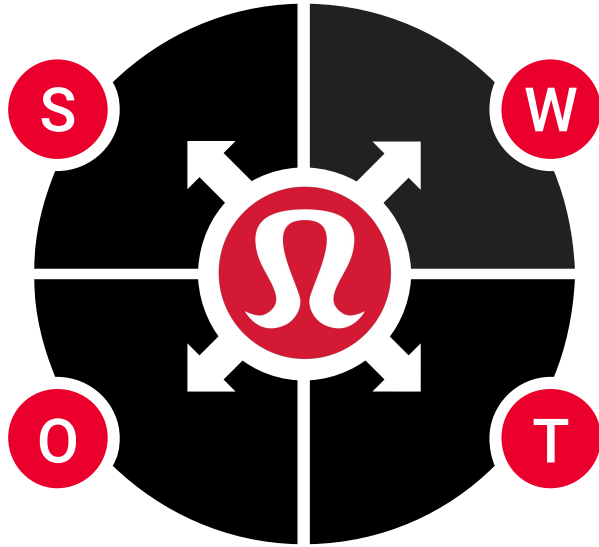
- Current retail market is massive and growing (>5 Trillion worldwide)
- Large retail markets in India and China are booming
- Fitness/weightlifting market is expanding, brand extension opportunities

Threats:



- Criticism for lack of size range, body diversity in media/advertising
- Large market with many strong competitors
- Limited market for yoga accessories
- Post-covid supply chain logistics
- Post-covid economy/spending habits
- Volatile fashion trends

SWOT Analysis



Recommendations:

- Take advantage of international markets
- Venture further into weightlifting space
- Increase social media presence
- Double down on fundamentals

Competitive Landscape

Athleta

1. Similar style
2. Similar price
3. More durable/hardcore apparel
4. Sustainability focused
5. More annual sales

Nike

1. Targeted for high-intensity athletes
2. Larger and diverse selection of apparel
3. Cheaper
4. Larger consumer base
5. More size options

AloYoga

1. Lighter lounge wear for yoga and leisure
2. More fashion and designer forward
3. Slightly more expensive
4. Similar sizing

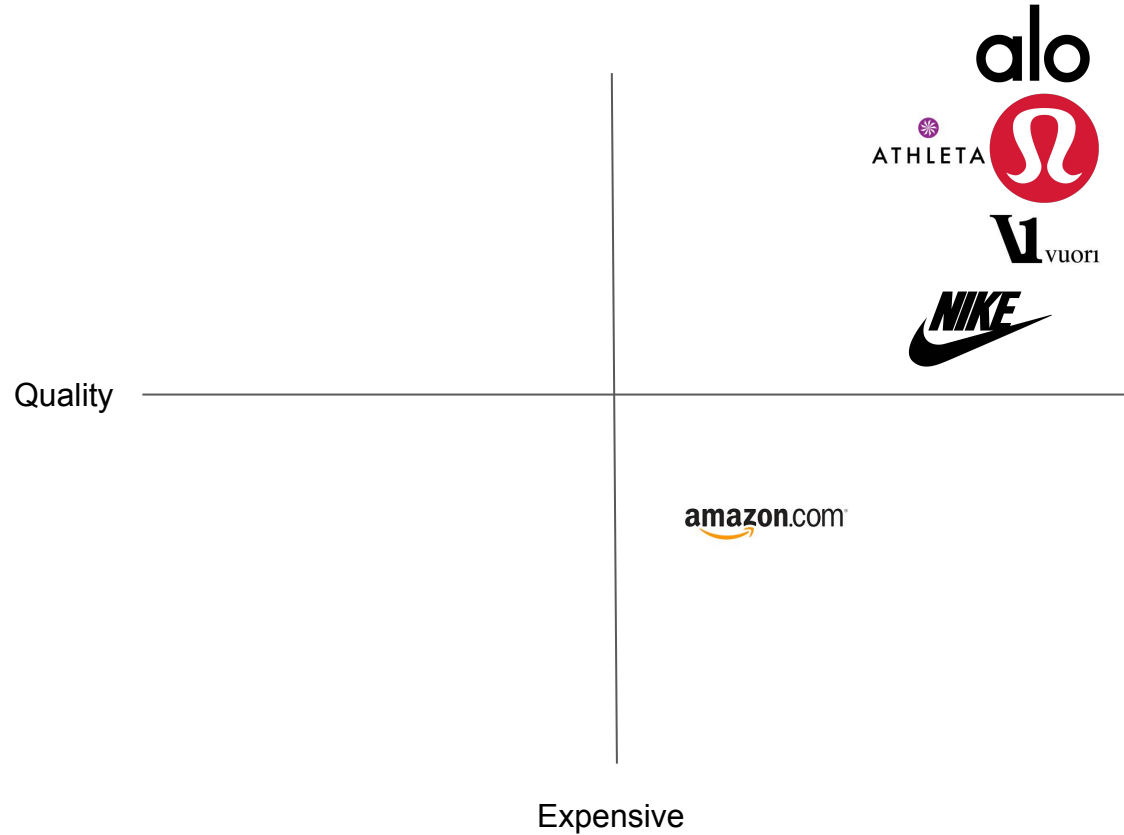
Amazon

1. Cheaper
2. Faster delivery
3. Similar quality (dupes)
4. Does not have logo
5. Similar sizing
6. Limited colors and styles

Vuori

1. Earthy/surf style apparel
2. Sustainability focused
3. Similar price
4. Newer to the market

Competitive Landscape cont.



PRINCIPLES

Truth about me/us

Athletic apparel company, started/inspired by yoga apparel

Truth about the market/industry

Top competitors are Alo Yoga, Athleta, and Nike.
Market is very saturated, many alternatives

Truth about the people I/we want to serve

Motivated, inclusive, athletic people,




PURPOSE

Why do we exist?

To promote and provide athletic wear

To propagate a healthy lifestyle as well as working out

To provide an athletic wear option that is also fashionable



PEOPLE

Who is this for? What do they care about?

Families and individuals interested in health or athletics/sports

People who enjoy wearing athleisure wear


Athletes



PERSONAL

How can we change how people feel? How can we help them live better lives?

We can motivate people to be more active and show them that wearing our product makes it easier to be active




PERCEPTION

What do they believe? What would we like them to believe about us?

They believe that our brand is “elitist” and “superficial”

Lululemon has gained the perception of “westernized yoga” which is a gym class for skinny rich women




PRODUCT

What do people really want or need? How do we create value for our customers?

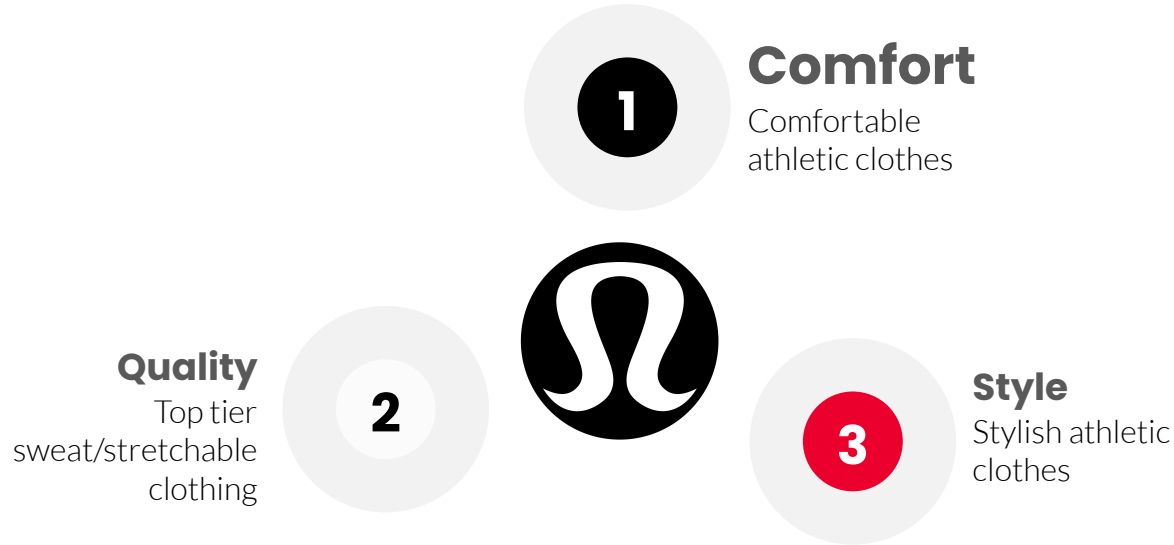
People want comfortable, durable, and stylish athletic clothing from this brand.

To add value for customers the experience needs to be positive as well as prioritizing quality.



Value Drivers

The key drivers that motivate our target audience to choose LuluLemon



Value Drivers (Functional)

Top Quality Clothes/Comfortable

Top-tier durable fabrics that absorb sweat, and stretch multiple ways to ensure comfort

Popular

Lululemon has become a trendy pick for athletic wear among boomers/gen-z

The Elements of Value Pyramid

Products and services deliver fundamental elements of value that address four kinds of needs: functional, emotional, life changing, and social impact. In general, the more elements provided, the greater customers' loyalty and the higher the company's sustained revenue growth.

SOCIAL IMPACT



Self-transcendence

LIFE CHANGING



Provides hope



Self-actualization



Motivation



Heirloom



Affiliation/belonging

EMOTIONAL



Reduces anxiety



Rewards me



Nostalgia



Design/aesthetics



Badge value



Wellness



Therapeutic value



Fun/entertainment



Attractiveness



Provides access

FUNCTIONAL



Saves time



Simplifies



Makes money



Reduces risk



Organizes



Integrates



Connects



Reduces effort



Avoids hassles



Reduces cost



Quality



Variety



Sensory appeal



Informs

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Value Drivers (Emotional)

Design/Style

LuluLemon designs comfortable, and high quality athletic clothing that intrigues consumers. The Yoga Pants are the head example of this

Healthier Lifestyle

LuluLemon promotes an athletic lifestyle that brings in crowds of people that wish to change to a healthier way of life from their current unhealthy lifestyle (whether or not they make this change, the change to LuluLemon is the easier change that come first).

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Value Drivers (Life-Changing)

Motivation

Lululemon expresses that they create a community for people who want to better their lives through living healthy.

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Value Drivers (Social Impact)

“ Remove barriers in well being, which would be achieved through a combination of philanthropy, research and advocacy to support physical, mental, and social wellbeing across its local and global communities. ”

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Brand Pillars

Lululemon is made up of three ethical pillars that not only drive the mission of their company but are strong enough to stand alone.

“We stand for Humanity, Diversity, and Empathy – without exception”



Brand Pillars



1. Well-being - “Be Well”

Lululemon supports and encourages the well-being of their customers. In addition to their line of products they have implemented Centre for Social Impact that teach and work with you to practice mindfulness, motion, and action.

Lululemon supports UN employees with their products and amenities so that they can improve their mental and physical well-being in order to perpetuate this for others the UN may be helping. Essentially, contributing to a circle of health.

2. Diversity & Inclusion - “Be Human”

Lululemon strives to include all those who enjoy being active. Their mission is to be inclusive of individuals from all backgrounds, while creating and donating to funds that support allyship and anti-racism.

Equal work = Equal pay - no gender discrimination

Lululemon implemented a code of ethics to insure a safe working environment in their supply factories combined with regular assessments to check up on the well-being of their employees.

Brand Pillars cont.



3. Sustainability - “Be Planet”

- Lululemon is grounded in sustainability they are committed to making their best products better. Their focus is minimizing negative impacts on the environment, and searching for new sustainable materials.
- Big supporters of Climate Change and Renewable energy
(Science Based Targets Initiative)
- Eradicating Waste



Brand Positioning

Positioning Statement

Lululemons mission is to elevate the world by realizing the full potential within every one of us. As well as creating components for people to live longer, healthier, fun lives. About our products: We make technical athletic apparel for yoga, running, dancing, and most other sweaty pursuits.

Brand Promise

To create a world that is inclusive, healthy, and for suitable for all.



Brand Positioning

Target Audience



Men and women seeking high-quality athletic attire will wear its merchandise for daily recreation

Category Framework



Is a Canadian athletic apparel retailer

Points of
Difference



Creates a community that thrives off healthy lifestyles

Audience Goal



Health conscious people that are looking for a brand that creates an athletic world