

Lululemon stock higher on apparel partnership with NFL

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Lululemon Athletica Inc (NASDAQ:LULU) shares rose nearly 4% in early trading on Monday after the athletic apparel maker announced a partnership with the National Football League (NFL) to create an apparel collection. The collection will be available for sale beginning on October 28 and will feature men's and women's apparel and accessories for all of the NFL's 32 teams. The collection will also be sold in the stores of sports merchandising company Fanatics. Lululemon's ads for its NFL line will feature football legend Joe Montana. Last year, Lululemon inks a deal with the National Hockey League (NHL) to start selling hockey fan apparel. The company has also been teaming up with some prominent athletes to promote its brand, including Formula 1 champion Lewis Hamilton, tennis star Frances Tiafoe, and golfer Max Homa.

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