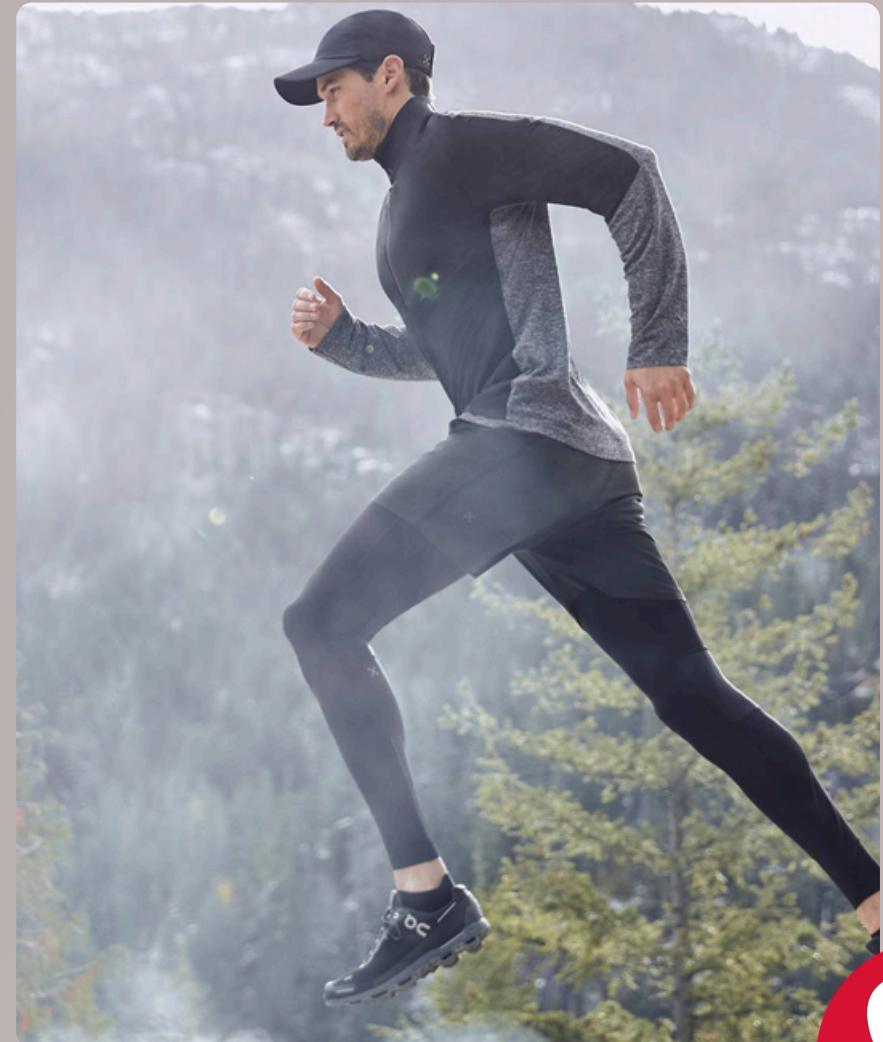


lululemon LOSE TO GAIN



strategy book by negin
rassvyeta@gmail.com





TABLE OF CONTENTS:

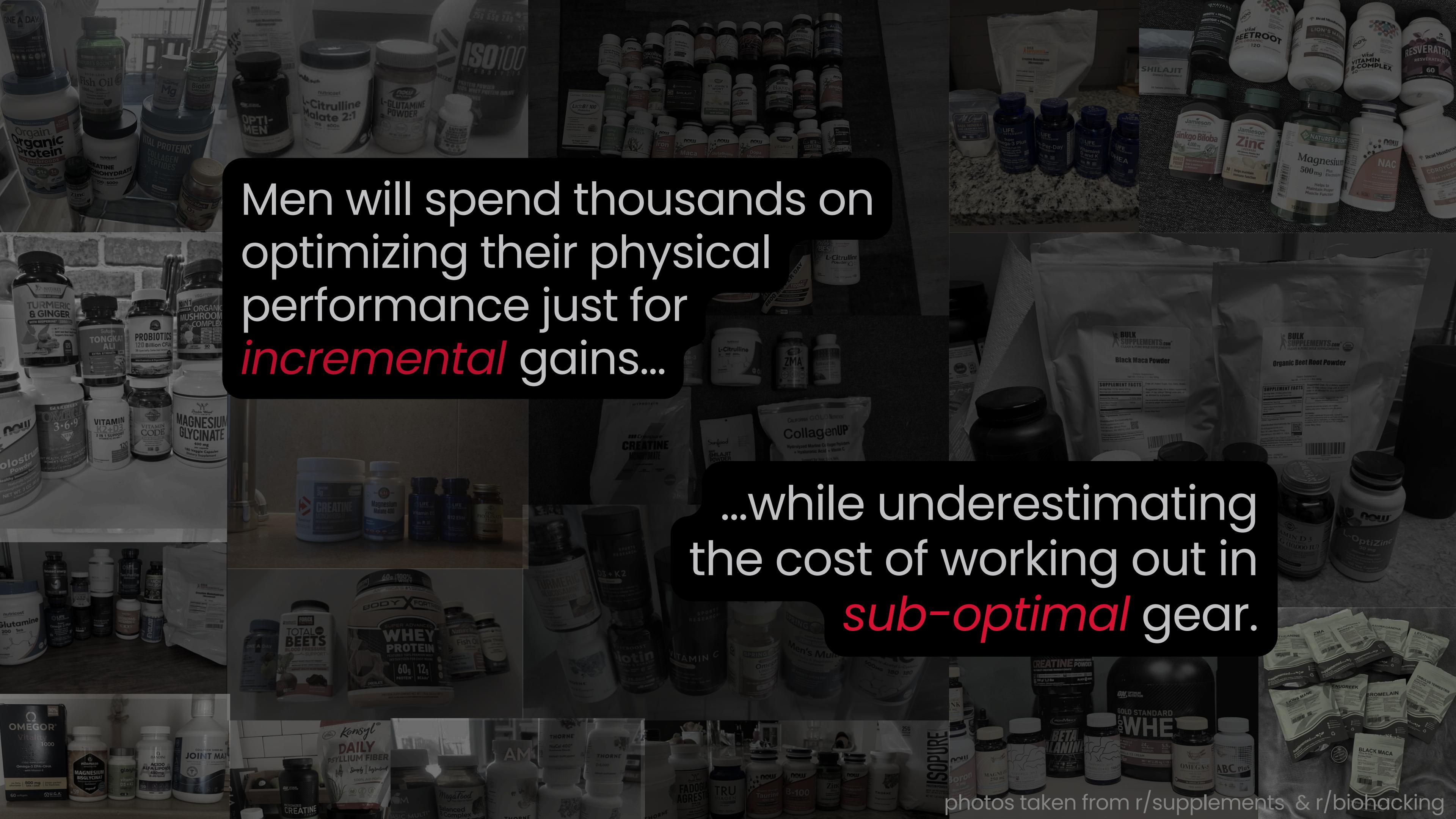
Background	01
Challenge	02
The Audience	03
Consumer Insight	04
Tension	05
Key Message	06
RTB	07

Why bother:

- training 4 times a week
- subscribing to fitness apps
- spending a rack on supplements & powders



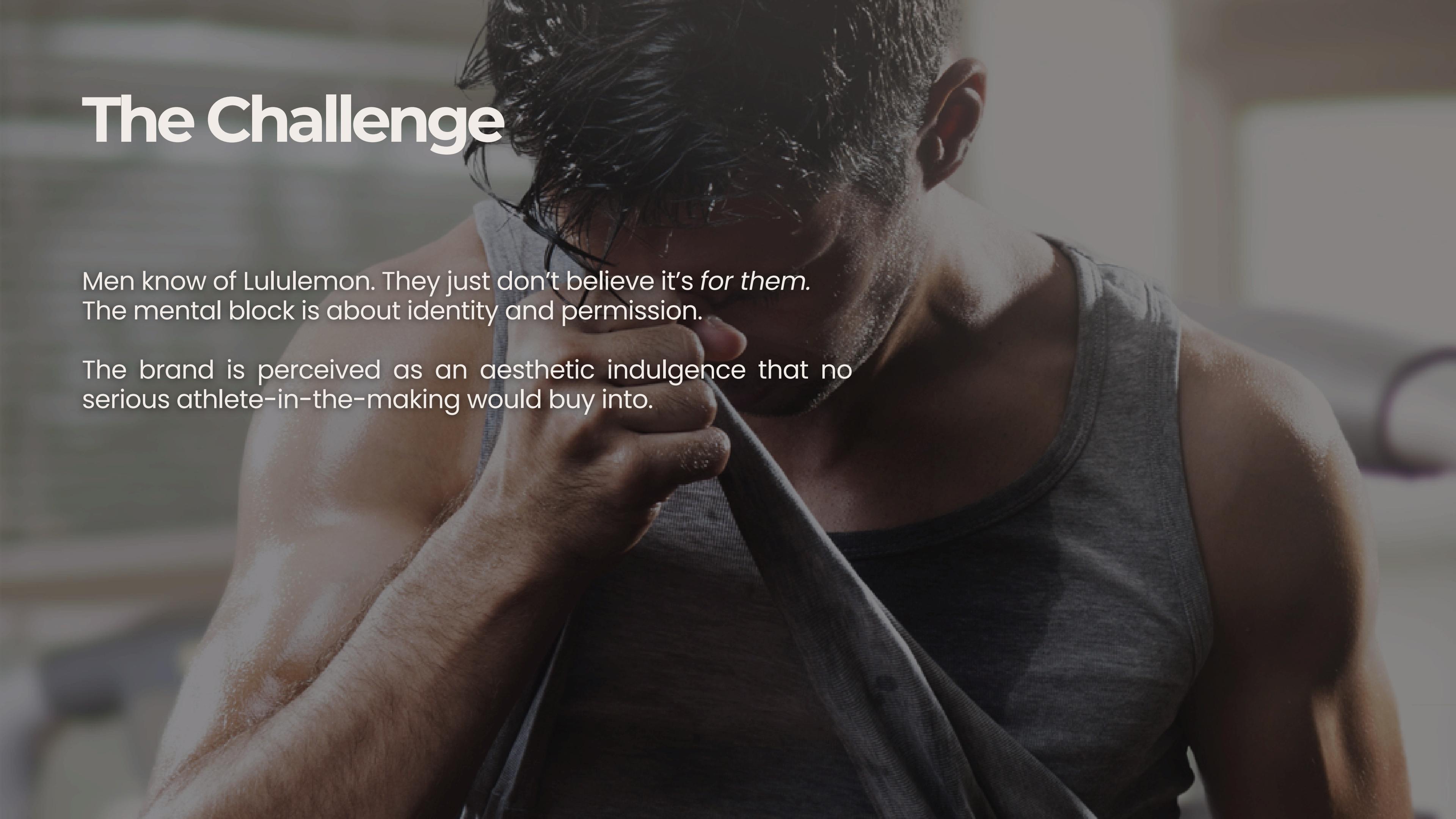
...if your clothes are making you **lose** performance?



Men will spend thousands on
optimizing their physical
performance just for
incremental gains...

...while underestimating
the cost of working out in
sub-optimal gear.

The Challenge

A close-up, low-angle photograph of a man's torso and head. He has dark hair and is wearing a grey tank top. His arms are raised, and he is stretching his hands behind his head, with his fingers interlaced. The background is blurred, suggesting an outdoor setting like a park or beach.

Men know of Lululemon. They just don't believe it's *for them*.
The mental block is about identity and permission.

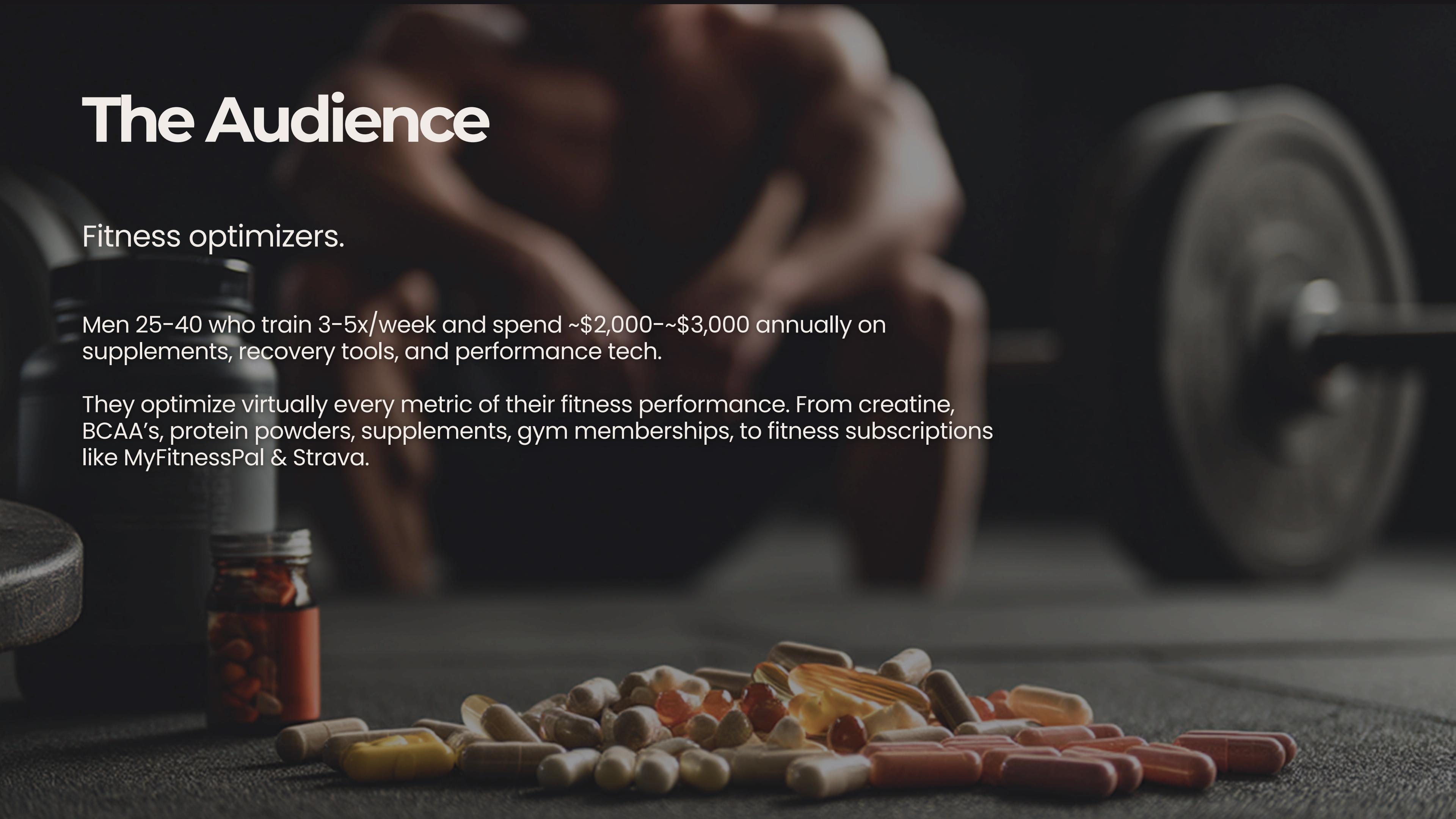
The brand is perceived as an aesthetic indulgence that no
serious athlete-in-the-making would buy into.

The Audience

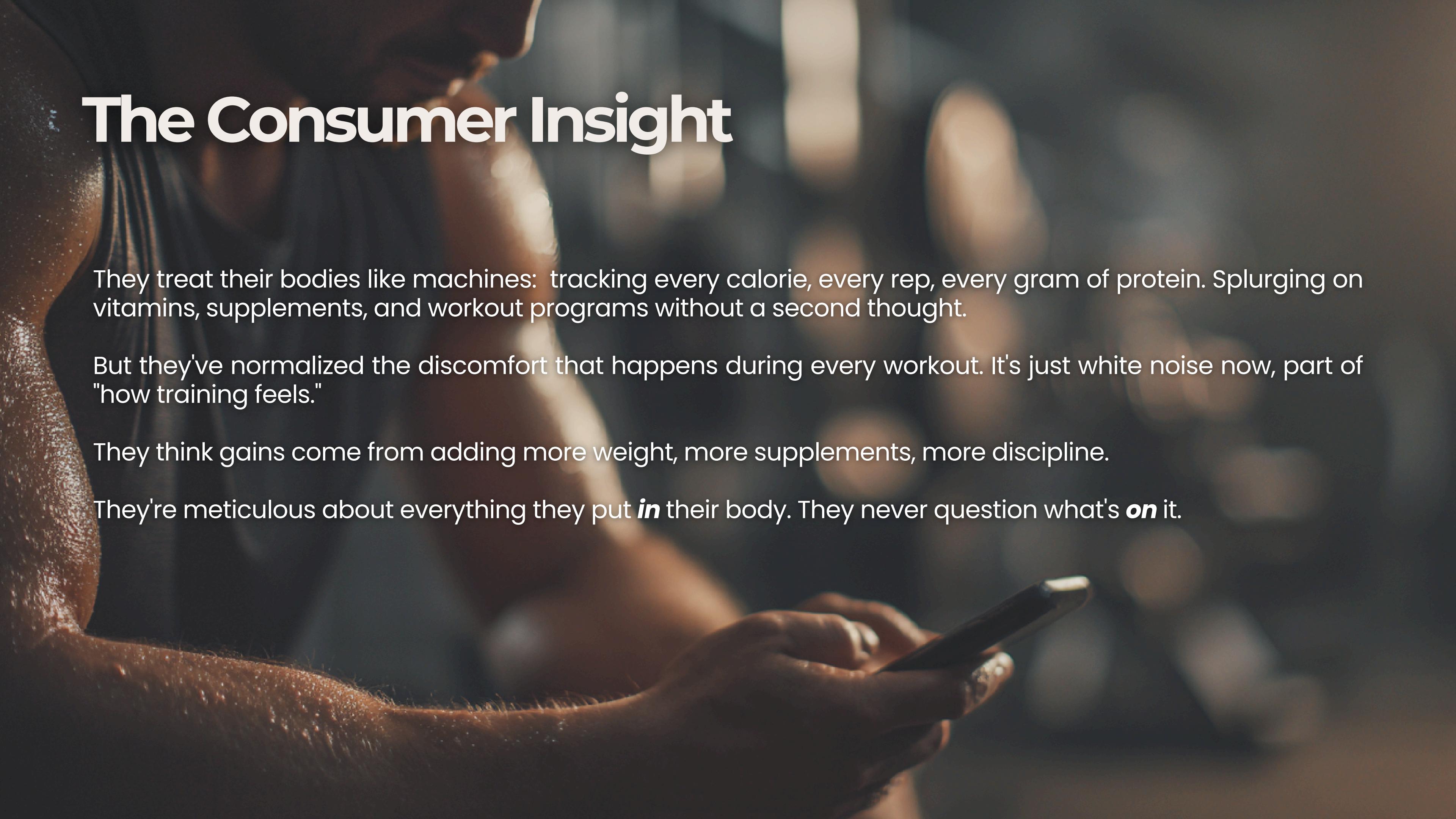
Fitness optimizers.

Men 25-40 who train 3-5x/week and spend ~\$2,000-~\$3,000 annually on supplements, recovery tools, and performance tech.

They optimize virtually every metric of their fitness performance. From creatine, BCAA's, protein powders, supplements, gym memberships, to fitness subscriptions like MyFitnessPal & Strava.



The Consumer Insight



They treat their bodies like machines: tracking every calorie, every rep, every gram of protein. Splurging on vitamins, supplements, and workout programs without a second thought.

But they've normalized the discomfort that happens during every workout. It's just white noise now, part of "how training feels."

They think gains come from adding more weight, more supplements, more discipline.

They're meticulous about everything they put **in** their body. They never question what's **on** it.

The Tension(s)

A photograph of a man in a gym setting. He is sitting on a dark bench, leaning forward with his head resting on his arms which are clasped together. He is wearing a white t-shirt and maroon shorts. The background shows various gym equipment like weight racks and a red door. The lighting is dramatic, with strong shadows.

- Thinking that comfortably designed clothes are **anti-athletic**.
- Thinking that bad gear won't tax your overall performance in measurable ways.

Friction, distraction, and restriction are all taking his athletic focus away from the goal and redirecting it towards mitigating the discomfort. Men are losing 10–15% of their performance to factors they've accepted as "normal" — and don't realize are solvable.

The Key Message



Lose the distraction
Lose the rigidity
Lose the chaffing
Lose the stagnancy
Lose the pull
Lose the friction

Lose to gain

RTB

Four-way stretch that doesn't fight
your movement.

Fabric that disappears when you're
in the last mile.

Seams you never think about—
because you don't have to.

