

Lululemon Triple Play: High School, College, and WNBA Stars Join Forces to Champion Sportswear

Beyond Fashion: Lululemon's Triple Alliance Promotes the Resilience in Female Athletes

LOS ANGELES, Aug. 9, 2024 — Today, lululemon athletica inc. (NASDAQ: LULU) made a groundbreaking announcement, unveiling a triple partnership with Texas MaxPreps high school basketball prodigy Aaliyah Chavez, Jr., University of Southern California college basketball star Judea Skies “JuJu” Watkins, and Women’s National Basketball Association (WNBA) icon A’ja Wilson. This strategic partnership embarks lululemon's mission to redefine its athletic wear and celebrate the achievements of female athletes.

The “Triple-double. Triple style. Triple success.” clothing line is set to launch on Aug. 16 and will be available in all lululemon locations and online, just as intense preseason training kicks-off. There will be a total of 15 high-quality and stylish new pieces of sports apparel included in the new launch. In addition to the apparel line, each partner will also have their own personally designed basketball jerseys available to the public.

Lululemon will be interviewing and documenting a compilation of short stories throughout the upcoming season of the incredible obstacles these female athletes have overcome. Lululemon is dedicated to elevating the voices and stories of these remarkable athletes beyond the world of fashion. The brand will highlight the struggles and victories that have molded the lives of Aaliyah Chavez, Jr., Juju Watkins, and A’ja Wilson. These stories will speak to audiences throughout the world and act as a source of empowerment and inspiration.

A’ja Wilson, WNBA icon and vocal advocate for gender equality in sports, expressed her enthusiasm for the partnership, stating, “I’m honored to join a movement that amplifies the narratives of female athletes, championing women’s empowerment alongside my fellow players.”

High school prodigy and partner Aaliyah Chavez said, "I'm so glad I get to be a part of lululemon's first basketball apparel launch, especially since I've been wearing the align tights for years."

Juju Watkins also expressed her excitement, stating, "It's about time female ballers got the spotlight. Let's go lululemon!!!"

This initiative is not just another business endeavor for lululemon, but a declaration of support for female athletes at all stages of their careers. As lululemon grows its presence in the sports sector, it aims to challenge preconceived ideas about female athletes and provide people from all walks of life the confidence and drive to follow their passions.

For more information about the new triple partnership, please visit:

<https://shop.lululemon.com/story/tripledoublestylesuccess.com/>

ABOUT LULULEMON

lululemon (NASDAQ: LULU) is a technical athletic apparel, footwear and accessories company for yoga, running, training, and most other activities, creating transformational products and experiences that build meaningful connections, unlocking greater possibility and wellbeing for all. Setting the bar in innovation of fabrics and functional designs, lululemon works with yogis and athletes in local communities around the world for continuous research and product feedback. For more information, visit lululemon.com.

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