





# Lululemon Athletica Inc.

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## Profile

### Lululemon and the Community

*“Founded in Vancouver, BC, 1998 the first lululemon shared its retail space with a yoga studio.”*

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Lululemon Athletica Inc, also known as Lululemon Athletica is a self-described yoga-inspired athletic apparel company, that produces a clothing line and runs international clothing stores from its company base in Vancouver, British Columbia, Canada. That being said, as one of Vancouver’s based company’s, Lululemon was founded in the year of 1998 by a man named Chip Wilson.

The idea came to Chip as he attended a yoga class and found that everyone was wearing thick-cotton clothing to sweat in, which he, himself found inappropriate to wear. It was then when he founded Lululemon athletica, and started to create pieces with technical athletic fabrics. The first real store opened in the beach area of Vancouver BC called Kitsilano, in November of 2000. Chip had a vision for the store and that was to have a community hub where people had the ability to come together and learn and discuss

the physical aspects of healthy living from yoga, diet to running and cycling as well as the mental aspects of living a powerful life of possibilities By the year of 2001, the yoga clothing began to sell, and right off the bat it was a success, leaving the customers wanting more and more. In the year of 2010, Christine Day a former copresident of Starbucks International, became chief executive officer of Lululemon Athletica; however by the year of 2013 Laurent Potdevin took the role chief executive officer in. That same year Lululemon’s founder Chip Wilson to announce his resignation as chairman, and that president of TOMS Shoes, Laurent Potdevin, would become CEO for the company. The following year, a exciting announcement had come from Lululemon and that was a store was opening in Europe. Lululemon today, continues to grow and build a strong community within the company and out of the company. Lululemon is a company where dreams come to fruition.



# SeaWheeze 101.

How do you love to Sweat?

Every year Lululemon hosts a half marathon over the weekend called the SeaWheeze. However, SeaWheeze is not your average half marathon; the SeaWheeze marathon is a 21.1 kilometers (13.1 miles) of breath taking Vancouver scenery, and nothing but big smiles all around. When signing up for this event you will also receive a package filled with all kinds of goodies, Who doesn't like FREE! The SeaWheeze marathon in Vancouver starts from the downtown Vancouver start line to the Seawall in Stanley Park making this a route for every runners' must-do list! As a company who stands by bringing in the community and encouraging a active, healthy, fun, loving lifestyle, SeaWheeze was created for that purpose. Along with the half marathon, SeaWheeze being a weekend event, their are always exciting things occurring throughout the day. Such as all kinds of food, and beverages are handed out after the marathon is complete and more! Following the marathon, there is also yoga that is held down by Stanley Park where a Yoga Instructor goes through a couple of poses; and of course, one hell of an awesome party with live music bands. As mentioned above SeaWheeze is not your average half marathon. This is a marathon that will have you blown away! Prepare to tackle your powers of positivity, physicality, and mindfulness, crush some goals, and get swept away in a weekend of fun you'll never forget. Find your local Lululemon store and ask for details on how you can be a part of this wonderful event.

Namaste.

## Find your local Lululemon Store:

- Kelowna, Bernard Ave 
- Coquitlam, Coquitlam Centre 
- Victoria, Johnson 
- Burnaby, Metrotown 
- Vancouver, Oakridge 
- West Vancouver, Park Royal 
- Prince George, Pop-up 
- Richmond, Richmond Centre 
- Vancouver, Robson St 
- Vancouver, W 4th Ave 
- Whistler, Whistler Village 
- Vancouver, lululemon lab 



YOGA. RUN.  
PARTY.  
REPEAT.

