

lululemon Collaborates With College Basketball Star JuJu Watkins to Create Innovative Women's Basketball Collection

LOS ANGELES — March 27, 2024 — lululemon has announced its elevated 2024 summer collection that includes the brand's first women's basketball apparel line, designed in collaboration with University of Southern California women's basketball star, JuJu Watkins. The women's basketball collection is set to launch on lululemon's website and in select stores across North America starting May 1, with inclusive sizing, athletic performance features and personalization options.

The exclusive launch marks an important milestone for the athletic brand in terms of accommodating every kind of athlete, from the casual basketball player to the serious athlete. The product lineup also encompasses a broad range of sizes, including plus sizes and petite sizes, and consists of items like lightweight jerseys, basketball footwear and accessories such as headbands and compression sleeves.

With the goal of achieving unprecedented comfort, lululemon curated custom moisture-wicking fabrics and breathable mesh material tailored for basketball players from extensive research and wear-testing efforts. The line also has several customization options, from specific team colors to player names and numbers, to give players a strong sense of identity.

"It was such a treat to create this special collection with lululemon and combine our visions," said JuJu Watkins. "This collaboration seemed like a natural fit since we both wanted to create an affordable and inclusive collection that can be worn by any woman interested in basketball, from high school athletes to recreational players."

Products in the collection can be purchased with a lululemon student discount in an effort to make the apparel easily accessible to student athletes. The products in the collection range from \$30 to \$99 and can be purchased online at lululemon.com as well as in lululemon stores this summer.

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About lululemon

lululemon is an athletic apparel brand founded in 1998. With over 680 stores in 18 countries, lululemon offers clothing, footwear and accessories for activities like yoga, running, tennis and more. In emphasizing innovation and research and development in fabrics, lululemon collaborates with athletes and scientists globally for continuous product improvement. For more information about lululemon, please visit www.lululemon.com.

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