

Lululemon supports female athletes with Further initiative

What is it?

Lululemon is partnering with the Canadian Sport Institute Pacific and the brand's research network to conduct a series of research studies to better understand female endurance performance and human endurance performance in general.

Further culminates in a multi-day ultramarathon that begins on International Women's Day 2024.

Why does it matter?

Lululemon's target audience is predominantly female. Further allows it to use data from its research to build future product innovations.

Strategic implications:

Product design and synergy remain key factors for repeat purchases and building customer loyalty.

STEPIC drivers/winning strategies:

Customer obsession
Innovation and ingenuity



"Further is grounded in our purpose at Lululemon to unlock greater possibility and wellbeing for all, and we see it as an opportunity to better serve women, solving for their specific unmet needs."

Nikki Neuburger, chief brand officer at Lululemon

