

# LULULEMON

Presentation by Nazilya  
Akhmetova





# About Lululemon

- Lululemon athletica, is a Canadian athletic apparel retailer. It is a self-described yoga-inspired athletic apparel company and a designer and retailer of technical athletic apparel, which produces a clothing line and runs international clothing stores from its company base in Vancouver, British Columbia, Canada. The company makes a number of different types of athletic wear, including performance shirts, shorts, and pants, as well as lifestyle apparel and yoga accessories. The firm has been a magnet for numerous controversies including product recalls, product quality issues, overpriced merchandise, making misleading statements to artificially inflate its stock price, marketing efforts that exclude overweight customers, accusations by shareholders of fraud, false advertising and controversial statements by a founder. They sell their clothing internationally.



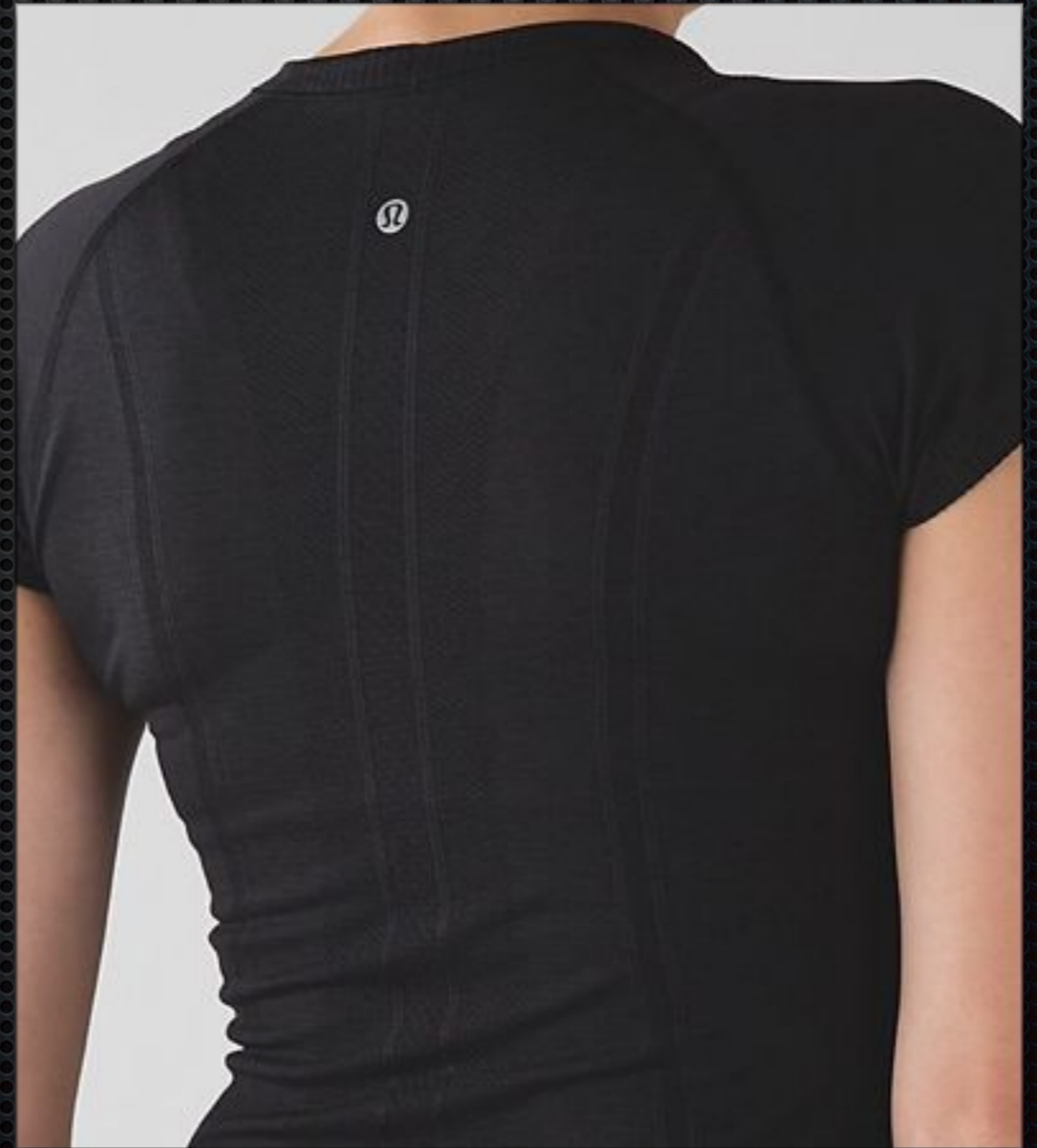


Best ideas and  
new collection by Nazilya



# The Cardio T-Shirt with smart watches

- Working out is important for overall health, but how can you be sure you are working hard enough? The Cardio Shirt monitors your heart rate, transmits and also showing to you how many calories you burn in to a special watch. You will always know exactly how fast your heart is beating without being irritated by heart monitor chest straps or those ridiculously inaccurate sensors on stationary bikes and elliptical machines. The shirt is perfect for athletes in training or the everyday jogger. Monitoring your workouts can lead to more effective use of your time and help you to detect any developing health problems by noticing changes in heart rate patterns.





# How we made it

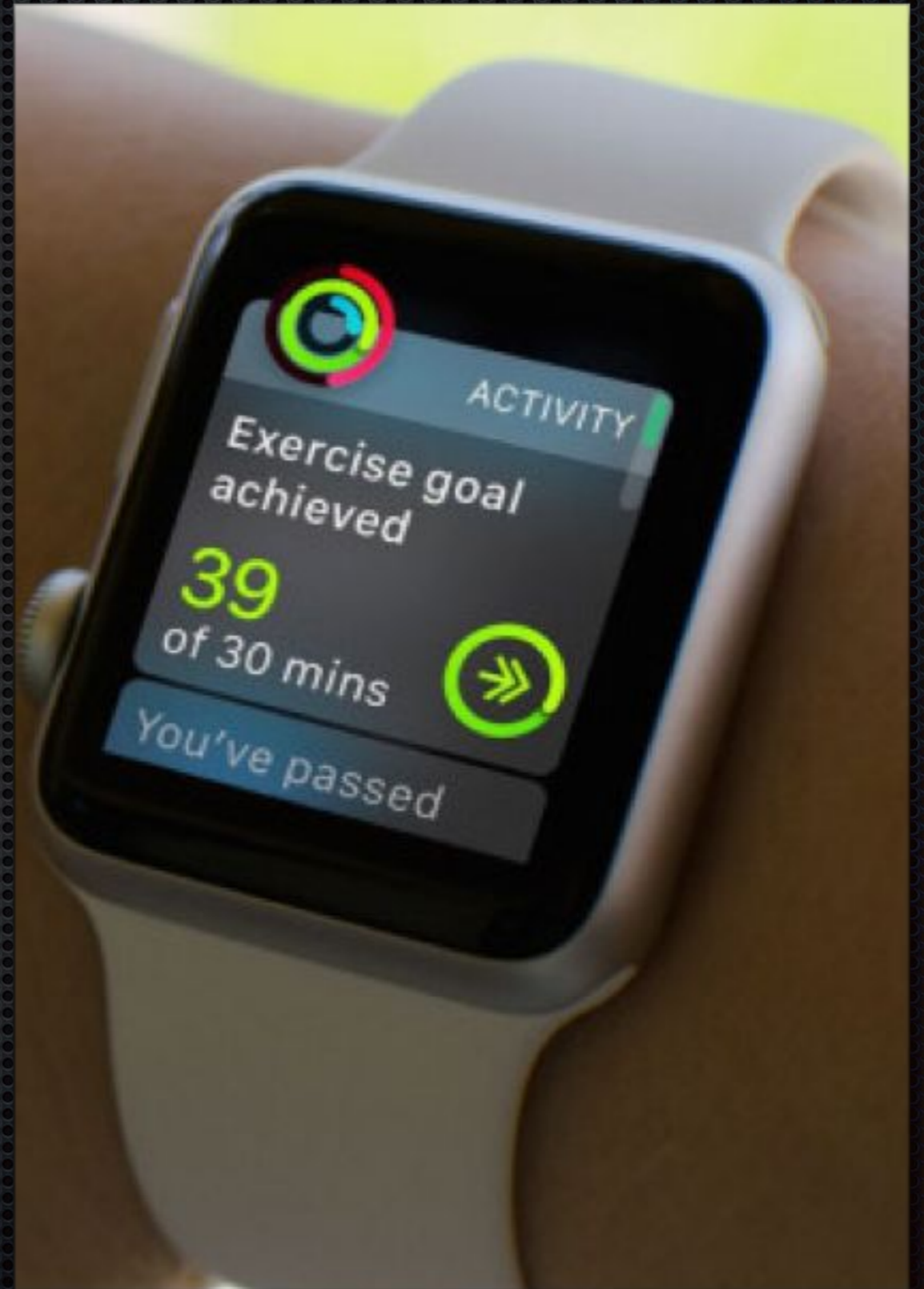
- Designed for Running, training
- Powered by X-Static, it inhibits the growth of odour causing bacteria on the top
- Encourages airflow to keep you cool
- Tight Fit Lets you move without restrictions
- Hip length - Layers Easily
- 5 different colours: pink, black, grey, white, blue.





# About watches

A smartwatch, on the other hand, can usually perform multiple functions like connect to a smartphone and display notifications, alerts and messages, browse the internet, play music and media and much more. And of course fitness tracking from t-shirt, hardware to monitor steps taken, calories burned, and information like that.







# Lose weight leggings

By Nazilya



- Made with intelligent fibre with ceramic crystals and millions of microcapsules using new active cosmetic principles, leggings have an instant, durable effect. They'll help you lose inches and reduce the appearance of cellulite, while their second skin effect will give you a unique feeling of freedom.





# How to use

- Wear the slimming leggings every day for 8 hours for at least 28 days
- SPECIFICATIONS :
- Colour available: black
- Fabric composition: 94% polyamide - 6% elastane



«Thanks for watching, I hope you enjoyed ».

*–Nailya Akhmetova*