



# A MANAGEMENT AND CREATIVE STRATEGY



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CREATIVE INDUSTRIES MANAGEMENT IN FASHION



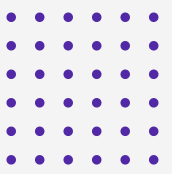
# **EXECUTIVE SUMMARY**





Based on the **research on lifestyle and fashion trends**, this report identifies that the new term "**home-working lifestyle**" **encourages people to work from home, creating a new fashion trend, the workleisure**, where **people seek casual work attire**. Furthermore, it is proven, based on **consumer research**, that **the workleisure industry will become a vast market**. The study analyses that **most respondents like to wear work attire and activewear daily**. Thus, **the workleisure brand focusing on activewear is a good business opportunity** for the current and future markets.

Based on **the target market research**, there is **a need for adaptivewear**, considering that **the buying power of the disabled community grows**. The analysis indicates that **women with disability, especially those with physical impairment or in wheelchairs**, are looking for **efficiency and functionality in adaptivewear** where they can **dress up effortlessly**.



Based on **the competitor analysis**, a **gap in the market is identified** where **mostly adaptive-workleisure brands offer adaptive clothing** that is **more focused on the fashion aspect rather than the performance and functionality**. Moreover, most adaptivewear brands **do not highlight sustainability and ethics**, from the **material sources and production to the marketing strategy**.

**Lululemon X UNLIMITED** will play a crucial part in the adaptive-workleisure industry by offering a functional-versatile **adaptive-workleisure collection, focusing on activewear, with sustainable-innovative materials grounded by the parent company, Lululemon**. Moreover, the brand has **the iconic brand essence, "Authenticity with Confidence,"** which **differentiates** them from the other brands, **reflected through the packaging and marketing strategy**. With **comprehensive research and a well-developed branding strategy**, Lululemon X UNLIMITED will become **the most successful brand extension of Lululemon**.



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# **MANAGEMENT STRATEGY**

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# RESEARCH REPORT

# 1.1 Market Intelligence

## Work Lifestyle After COVID

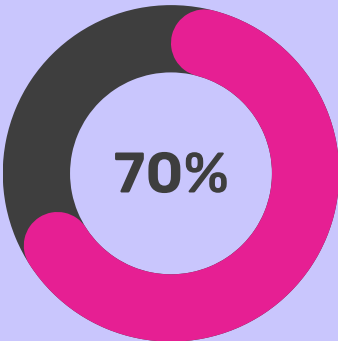
### NEW WAY OF LIVING

The pandemic has forced many people to restructure their lifestyles and work from home (Euromonitor, 2022).

### HOME-OFFICE DISADVANTAGE

At the home office, there was a considerable decline in physical activity and a higher increase in sedentary behaviour, defined as spending most of one's time sitting or lying down for several tasks (Wilms *et al.*, 2022).

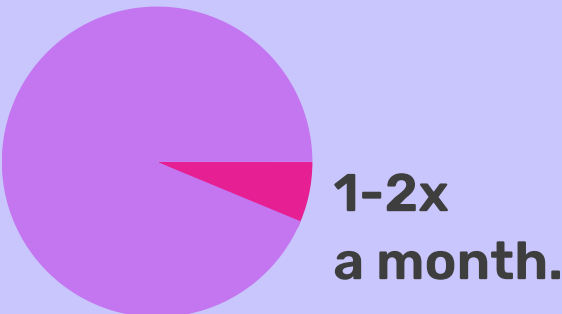
### WELLNESS AS SOLUTION



of respondents agreed that exercising could make them feel better (Euromonitor, 2022).

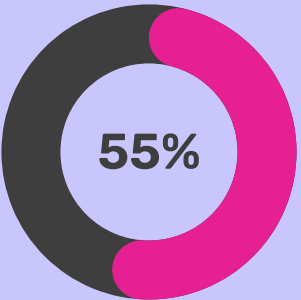
### WOMEN'S WORKOUT ENGAGEMENT

However, Euromonitor (2022) revealed that most women only engage in physical activity

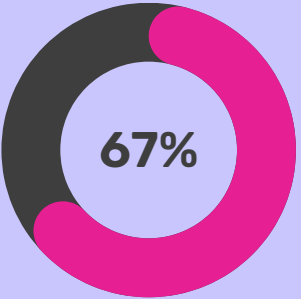


### THE REASON

The Guardian (2022) reports that



of British women who don't engage in vigorous activity cited a lack of motivation as a barrier, and



cited a lack of time due to employment.

# Workleisure Industry

"Workleisure" describes a casual power look that balances formality and comfort (Herrmann, 2022).

## WORKLEISURE GROWING MARKET



Even though the word is still relatively new, the market for "workleisure" will grow from a million dollars to multiple million dollars between 2017 and 2022 (Wallis and Sandle, 2022).

## SOLUTION OF NEW WORKLEISURE STYLE

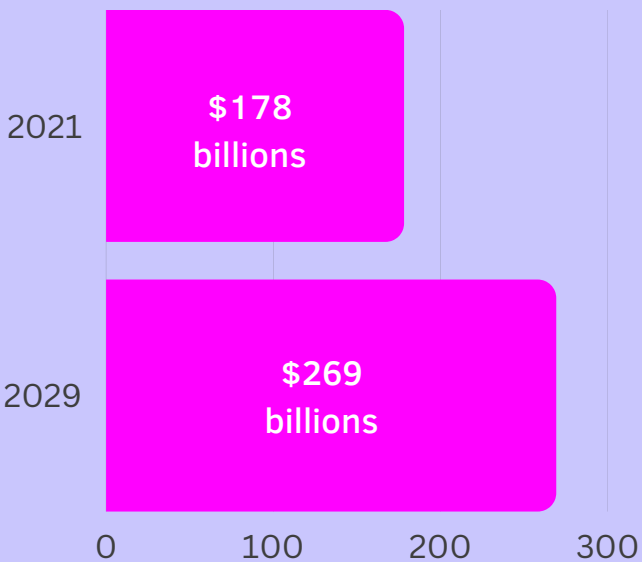
A Victoria University study (2017) states that wearing activewear helped to encourage physical activity.

“

Professor Clare Hanlon (cited in Victoria University, 2017) mentioned that Australian women desire to make healthier decisions. Sometimes the first step is engaging with it and dressing in something comfortable and confident.

Therefore, by incorporating activewear design for the casualty of the work attire, career women will be inspired enough to exercise despite their hectic work schedules.

## THE FUTURE OF ACTIVEWEAR MARKET



Women's activewear is a massive market with great potential. A value of approximately 178 billion dollars was predicted for 2021. This market was projected to reach a value of \$269 billion in 2029, an increase of over \$90 billion (Smith, 2022).

# The Buying Power of Disabled Market

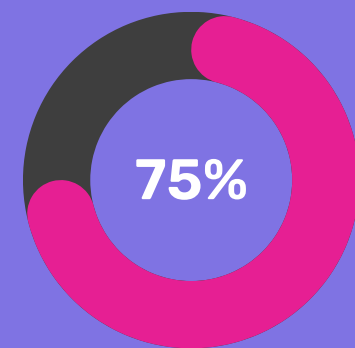
## THE GROWING MARKET OF DISABLED COMMUNITY

The economic power of the disabled community is estimated to be worth

**\$8 TRILLION,**

rising at 14% annually, or close to 48% of the global economy (Purple Pound, 2021 cited in Bullock, 2021).

According to Purple Pound (2021), at least



of disabled people and their family members have left a UK business because of insufficient accessibility.

As a result of not being inclusive, the UK fashion industry lost up to

**£420 MILLION PER WEEK.**

## DISABLED WOMEN EMPLOYMENT RATE

The employment rate for women with disabilities has increased about

**9,9% OVER THE PAST 8 YEARS,**

from 43.1% in 2013–2014 to 53.0% in 2020–2021 (The Employment of Disabled People, 2021).

**According to the analysis, the market of working disabled women has a huge potential.**

## ADAPTIVEWEAR AS THE NEW OPPORTUNITY

Adaptivewear is a clothing choice for people with physical or cognitive disabilities and has developed into a distinct product segment for the disabled community (Chan *et al.*, 2018).

**Therefore, by incorporating adaptive design into the fashion garments, the clothing brand will attract this enormous untapped market, people with disability.**

# Research Highlights: Market Intelligence



After COVID, people's lifestyles changed, including the work lifestyle.



The new term "home-working" came where people work from home, not the office.



The new term of fashion called "workleisure" is on trend, which caused people to seek comfortable work attire.



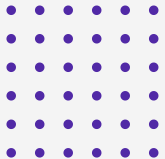
The disabled community shows enormous buying power, resulting in a new-potential target market.





## Key Takeaways: Market Intelligence

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Based on the research on a new lifestyle, fashion trend, and target market, **an adaptive-workleisure brand that focuses on activewear for women with disability is a good business opportunity for the current and future markets.**

# 1.2 Consumer Research

An interview was conducted as the primary research to identify the industry of activewear, work attire, and adaptivewear (see Appendix A for interview coding). Three female respondents participated in this research; one from **Generation Z (18 years old)**, one from **Generation Y or Millenials (27 years old)**, and the other from **Generation X (46 years old)**, who is the survivor of leg amputees. These are the highlights of the interview analysis around the topic of **activewear, work-attire, and adaptivewear industry**.



## Work Attire Industry



**Most respondents like to wear comfortable work attire for working and daily, like trousers, shirts, and suits, and most think that formality in working is essential.**



**Mostly, the work attire is about fit, materials, and comfort, while colours and patterns become the least important.**



**A respondent with a disability also thinks about the functionality of the garment.**



**All of the respondents pay attention to the high-craftmanship in work attire.**



**The acceptance of wearing activewear for work depends on the working places or industries.**

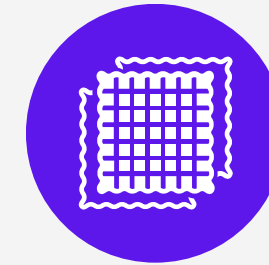
## Adaptivewear Industry



Disability comes in different kinds, and it is essential to design adaptivewear suitable for specific disability needs.



The most critical aspects of adaptivewear are materials, functionality, and craftsmanship.



The materials should have a high level of flexibility and absorbance.



The functionality should be defined as how easy the garment is to wear by considering the product features.



The high craftsmanship in activewear means the increased durability of the garment, such as the button not falling or the garment not easily getting ripped.



People with problems with their hands are looking for adaptivewear with magnetic buttons and zippers.



People with leg amputees are concerned about the bottom of clothing. They would like pants that are easy to put on the prosthetics, allow the leg not to move, and are easy to adjust the bent foot.

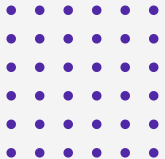


The most essential aspect of the pant is the hidden zipper that can be opened from the bottom part.



## Key Takeaways: Consumer Research

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Based on consumer research, **most respondents like to wear activewear and work attire daily**, which means **not only when they wear it for workouts or work**. Moreover, **activewear could motivate them to exercise if it is comfortable and fits well**. The research also indicates that **the essential aspects of activewear and work attire are materials, functionality, and craftsmanship**.

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# **NEW BUSINESS OPPORTUNITY**

## 2.1 Business Overview



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Lululemon X UNLIMITED offers **an adaptive-workleisure collection focused on activewear**, designed especially for **women with physical impairment, arm or leg prosthetics, and in a wheelchair**. The collection will bring **comfort, efficiency, and versatility**. Moreover, Lululemon X UNLIMITED utilises **innovative-sustainable materials**, like its parent company, Lululemon. The brand will ensure **women with disabilities feel confident** and encourage them to **do something beyond the limit** despite their physical impairment.

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2.2 Target Market

Key Target Customer

Demographical	Gender	Age	Ethnicity	Marital Status	Life Stage	Highest Education	Income	Disability
	Female.	20-35 years old.	British, Asian, African, Indian.	Single, Married.	Independent, Pre-family, Family.	College/ University.	Medium-High.	Physical impairment (leg or arm), Wheelchair.

Psychological	Lifestyle	Purchasing Motive	Interests/ Hobbies	Attitude	Shopping Mode
	Healthy, Fashionable, Career-driven.	Product choice, Brand choice, Purchase amount.	Fashion, Sports, Health and Wellbeing communities, Social influencer.	Need-based, Fashion-considered, Wandering, Loyal, Support healthy lifestyle and sustainability.	Online, Offline.

Geographical	Country	Climate	Residential Environment	Shop Location
	United States, Canada, United Kingdom, Australia.	Temperate (US, UK, Canada, Southern Australia), Tropics (Northern Australia).	Urban, Suburban.	Within walking distance (Lululemon store).



# Customer Persona 1



Fig. 1 A woman in wheelchair (2023)

NAME	Lily Huang
AGE	32
COUNTRY	UK (suburb)
OCCUPATION	A mother and Businesswoman
MARITAL STATUS	Married
KIDS	2
MONTHLY INCOME	£5,000

INTERESTS	Cooking, Fashion, Social media.
CHALLENGES	Hard to wear a dress that has the back side opening because of the limited space.
STEPS TAKES TO FIX THAT	Purchases an adaptive-dress that has a front Velcro opening from Lululemon X UNLIMITED.
GOALS	Easy to wear the dress daily in the office or during the weekend. Feeling confident and comfortable by wearing it because it is stylish and made from high-quality fabric. Efficient enough to wear and save more time.
MOTIVATION	To be more fashionable and efficient.
ATTITUDES	Need based but fashion considered.
CUSTOMER TYPE	Loyal with high purchase amount.
SOCIAL MEDIA PLATFORM	Facebook, Instagram, and YouTube.

# Customer Persona 2



Fig. 2 Model and activist (2018)

NAME	Jamila Kamari
AGE	26
COUNTRY	US (urban)
OCCUPATION	A Model and Activist
MARITAL STATUS	Single and Independent
KIDS	No
MONTHLY INCOME	\$10,500 (around £8,500)

INTERESTS	Sports (cycling), Fashion, and Social influencer.
CHALLENGES	Hard to wear a long leggings because of the leg prosthetic.
STEPS TAKES TO FIX THAT	Purchases an adaptive-legging that has the side zipper opening from Lululemon X UNLIMITED.
GOALS	Easy to wear the leggings daily and during the gym. Feeling comfortable wearing it because it is made from high-quality fabric and highlights various features that make it very functional. Efficient enough to wear and save more time.
MOTIVATION	To be more healthy, fashionable, and efficient.
ATTITUDES	Fashion considered, Support healthy lifestyle and sustainability.
CUSTOMER TYPE	Loyal with high purchase amount and concern about product choice (style and materials).
SOCIAL MEDIA PLATFORM	Facebook, Instagram, Tik-Tok, Twitter, and YouTube.

# Customer Persona 3



Fig. 3 Model Breaking Barriers in Fashion (2023)

NAME	Olivia Smith
AGE	21
COUNTRY	UK (urban)
OCCUPATION	A student with part time jobs
MARITAL STATUS	Single and Dependent
KIDS	No
MONTHLY INCOME	£800

INTERESTS	Sports (running), Health and Wellbeing Communities.
CHALLENGES	Hard to wear a sports bra that has the back opening with one arm.
STEPS TAKES TO FIX THAT	Purchases an adaptive-sports bra that has the front magnetic zipper opening from Lululemon X UNLIMITED.
GOALS	Easy to wear the bra daily and during the gym. Feeling comfortable wearing it because it is made from high-quality fabric and highlights various features that make it easier to wear. Efficient enough to wear and save more time.
MOTIVATION	To be more healthy and efficient.
ATTITUDES	Need based, Wandering, Support healthy lifestyle and sustainability.
CUSTOMER TYPE	Loyal with high purchase amount and concern about product choice (functions and materials).
SOCIAL MEDIA PLATFORM	Instagram, Tik-Tok, Twitter, Snapchat, and YouTube.

# Consumer Persona Highlights

NAME	Lily Huang	Jamila Kamari	Olivia Smith
INTEREST	Cooking, Fashion, Social media.	Sports (cycling), Fashion, and Social influencer.	Sports (running), Health and Wellbeing Communities.
CHALLENGES	Hard to wear a dress that has the back side opening because of the limited space.	Hard to wear a long leggings because of the leg prosthetic.	Hard to wear a sports bra that has the back opening with one arm.
MOTIVATION	To be more fashionable and efficient.	To be more healthy, fashionable, and efficient.	To be more healthy and efficient.
ATTITUDES	Need based but fashion considered.	Fashion considered, Support healthy lifestyle and sustainability.	Need based, Wandering, Support healthy lifestyle and sustainability.
SOCIAL MEDIA PLATFORM	Facebook, Instagram, and YouTube.	Facebook, Instagram, Tik-Tok, Twitter, and YouTube.	Instagram, Tik-Tok, Twitter, Snapchat, and YouTube.

## Key Takeaways: Target Market

Lululemon X UNLIMITED will have **two types of customers; one with interest in sports and purchase based on needs**, and **one with interest in fashion and buy based on the product's style**. Several customers are **aware of the healthy lifestyle and sustainability**, but mainly, **they focused on how the brand could offer efficiency in dressing up**. Therefore, **Lululemon X UNLIMITED will offer a functional collection** designed especially for this specific target market. Moreover, Lululemon X UNLIMITED will use **Instagram and YouTube as the primary platform** for marketing since the majority of the target market is **Millenials and Generation Z**.



## 2.3 Research of Parent Company

Based on Roncha and Gee (2018), identifying the parent company's role is divided into three sections of research; what, where, and how.

### What?

Decisions of product scope/diversity

**Lululemon** is a brand for **people who wish to lead active and healthy lifestyles**. It was founded in Canada in 1988 and **became a specialist in technical sports clothing** for yoga, running, training, and other sweaty activities (Lululemon, 2023a).

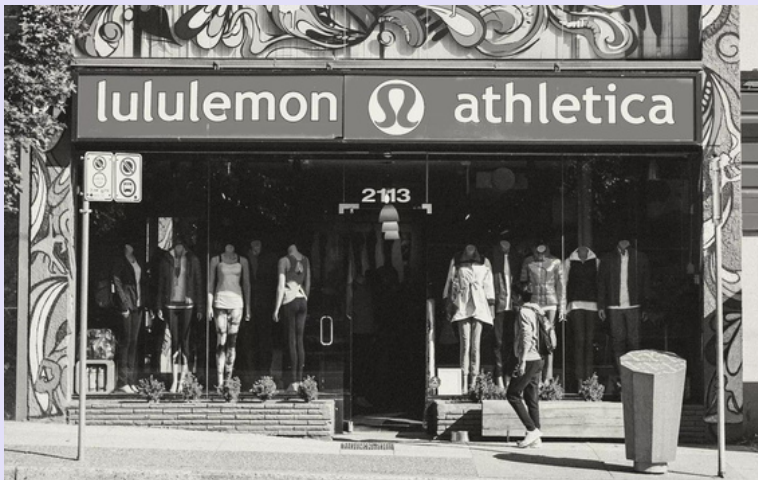


Fig. 4 Lululemon Old Store (2023)

The company **has expanded from a small yoga studio in Vancouver to a billion business** in 22 years (Kurichenko, 2020). Lululemon Athletica's global gross profit significantly increased each year between 2010 and 2021 (Tighe, 2022a).

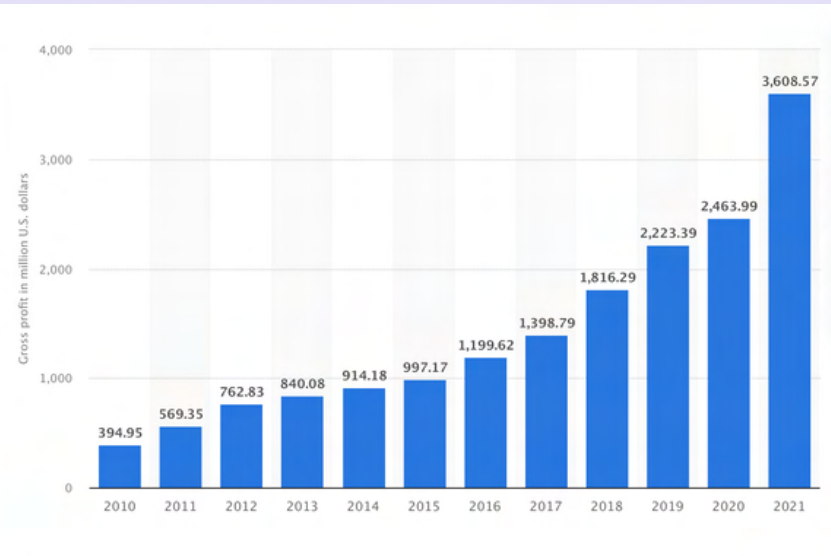


Fig. 5 Gross profit of lululemon worldwide from the fiscal year of 2010 to 2021 (2022)

### Where?

Decisions of geographical scope/diversity

Lululemon **operates around 600 stores worldwide**, with 324 stores alone in the **United States** (Tighe, 2022b). It is followed by **China, Canada, Australia, and the United Kingdom** as the **top five countries with the most Lululemon retail stores**.

Country	2019	2020	2021	2022
United States	285	305	315	324
China*	22	38	55	86
Canada	64	63	62	63
Australia	29	31	31	31
United Kingdom	12	14	16	17
South Korea	4	5	7	12
Germany	5	6	7	9
New Zealand	7	7	7	7
Japan	5	7	6	6
Singapore	3	4	4	6
France	1	3	3	3
Ireland	1	1	1	3
Malaysia	-	-	2	2

Fig. 6 Total number of lululemon athletica stores worldwide from 2019 to 2022, by country (2022)

Moreover, Lululemon **ships to 84 countries worldwide**, including **Africa, Asia Pacific, Europe, North America, South America, and The Middle East** (Lululemon, 2023a).

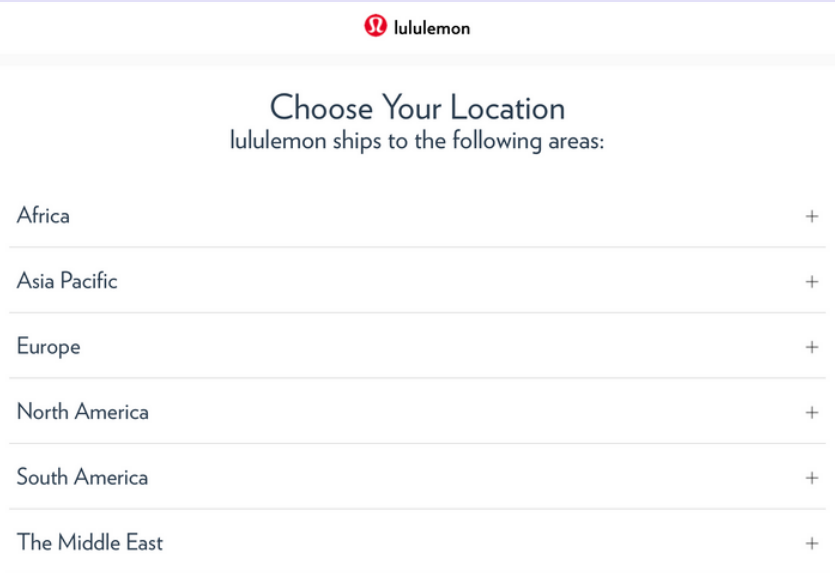


Fig. 7 Lululemon Shipping (2023)

# How?

## Resource allocation and value creation: managing the portfolio

Lululemon **sources sustainable raw materials.** Important partners like the **Sustainable Apparel Coalition or the American Apparel and Footwear Association** assist them in staying current with industry advances **around raw material potential**, like animal welfare in the sourcing of down and wool (Lululemon, 2023d).



Fig. 8 Sustainable Apparel Coalition logo (2023)

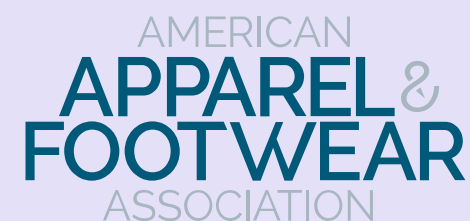


Fig. 9 American Apparel Coalition and Footwear Association logo (2023)

Lululemon **provides advance-innovative materials based on their innovation in Lululemon's lab, Whitespace.** The Whitespace Lab is a working space for 30 people, including scientists, designers, engineers, and technologists, to investigate the effects of clothing on physical performance and the emotional impact of athletic ability (Ankeny, 2015).



Fig. 10 Whitespace lab (2015)

Besides offering an advanced-innovative product, Lululemon **provides a community to connect their customers.** They **partner with many local influencers and professional athletes** to motivate customers to live healthy lifestyles. Moreover, **they support locals** with Be Well, the community of social, mental, and physical wellbeing (Lululemon, 2023b).



Fig. 11 Be Well community (2023)

According to Lululemon (2023), one of **their Impact Agenda is to bring inclusivity through the design.** Lululemon **builds an IDEA team** called **Inclusion, Diversity, Equity and Action.** The mission of the IDEA is to **extend the concept of an inclusive culture** where diversity is valued, equity is the standard, and action is the commitment. Through the IDEA, Lululemon expands the employee's training to support inclusivity, increase employee diversity, and build a social impact program to fight for inequity in wellbeing (Lululemon, 2023c).

## Research Highlights: Parent Company

- Lululemon is **a brand that specialist in technical sports clothing** for yoga, running, training, and other sweaty activities (Lululemon, 2023a).
- Lululemon **mostly operates the retail stores** in **United States, China, Canada, Australia, and the United Kingdom** (Tighe, 2022b).
- Lululemon **provides advanced-innovative materials** based on their innovation in Lululemon's lab, Whitespace.
- Besides offering an advanced product, Lululemon **provides a community to connect their customers.**



## Key Takeaways: Parent Company Research

**Lululemon** is a great company that **offers advanced-innovative sportswear and gears**, as well as **strong communities to engage**. Therefore, **Lululemon X UNLIMITED** must **highlight the brand identity of the parent company by offering an advanced-innovative product collection with a well-established community as part of the marketing strategy**. It is essential to ensure the new brand is aligned with the existing one. Furthermore, Lululemon X UNLIMITED could **promote the collection in-store in several countries with the most significant market, including the UK**.

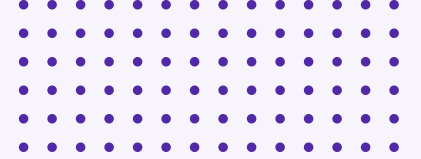
## 2.4 Growth Strategy

# Branding Strategy for Growth

The **brand extension** enables a brand firm to **use the strength of existing brand equity** and associate the meanings and values behind it by introducing new items in a broadly comparable market (Posner, 2015). Moreover, brand extension is a strategy that **enables a company to use the name of its current brands** rather than a new brand name (Roncha, 2018).

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Therefore, **Lululemon X UNLIMITED** uses a brand extension strategy that applies Lululemon's brand equity and the existing brand's name to enter the new product markets.



Based on Kapferer (2012), there are **seven essential questions** when analysing brand extension:

**What is the attractiveness of the new market?**

**The buying power of the disabled community is enormous.** According to estimates, the disabled community has economic power worth \$8 trillion, growing by 14% per year, or almost 48% of the global economy (Purple Pound, 2021 cited in Bullock, 2021).

**What advantage does this product bring to the existing products in this category?**

It is an **adaptivewear approach** designed especially for women with **physical impairment, arm or leg prosthetics and in the wheelchair**. Therefore, the products could tap into a new market and expand the brand awareness of Lululemon in society.

**What needs does it satisfy-what benefit (if any) does it supply?**

**Lululemon X UNLIMITED fulfils a market gap: the lack of performance in the adaptive-workleisure industry.** Lululemon X UNLIMITED offers an efficient-functional adaptive-workleisure collection that focuses on activewear. It is also made from sustainable-innovative materials, with fashion trend consideration in the design development.

### How can this product advantage be made durable?

There is an innovation in product features and functionality that offers **efficiency for women with physical impairment or in wheelchairs**. Also, the product style and design are versatile and trendy. Furthermore, the innovative-high quality materials of products always bring comfort and are made sustainable.

### What would be the level of defence or retaliation by the competition?

Lululemon X UNLIMITED is designed for a niche target market, women with physical impairment or in wheelchairs. Moreover, in the adaptive-workleisure industry, **no competitors use advanced-innovative fabrics**, which means they do not produce their own materials. With the innovative materials from Lululemon and the design specially created for the particular market, Lululemon X UNLIMITED will play a crucial part in the adaptive-workleisure industry.

### How does the brand make those products superior?

It is a niche product designed for women with a physical disability, **especially for leg or arm amputees and wheelchairs**. Moreover, the product was **made from innovative-sustainable materials** grounded by the parent company.

### What would it bring to the parent brand?

It will bring a new range of products and engage the new-enormous **target market**.

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**Determining a branding strategy is beneficial for Lululemon X UNLIMITED as a base to manage their brand for growth. It becomes a standard guideline for the brand to grow.**

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# Pricing Architecture for Brand Extension

Based on Varley (2018b), brand extension is divided into **two parts: vertical and horizontal**. **Vertical or line extensions** are when new lines are introduced at **different price points**, and may adopt an entirely new brand name. **Horizontal or category extensions** are strategies when a brand enters new markets while **keeping prices consistent** (Varley, 2018b).

<b>The Parent Company</b> Lululemon Athletica: £34-£398
<b>Vertical Extension</b> Lululemon LAB: £65- £405 Lululemon X Roksanda: £78- £898
<b>Horizontal Extension</b> Lululemon X Robert Geller: £55- £323 Lululemon X UNLIMITED: £75- £300

**Lululemon X UNLIMITED is categorised as a horizontal extension by introducing a new category, adaptive-workleisure wear, to a new market which is women with a disability, and the price is similar to the parent’s company.**

**This pricing architecture is useful to determine the Lululemon X UNLIMITED market levels. It also creates a price guideline for the brand in the future.**

# Product Strategy for Growth

Existing Markets	<b>Market Penetration Strategy</b>  Lululemon pays attention to visual merchandising in-store to attract its customers.	<b>Product Development Strategy</b>  Lululemon x UNLIMITED creates a new product range, an adaptive-workleisure collection, for a growing market, women with physical impairment.
	<b>Marketing Development Strategy</b>  Lululemon has expanded its popular activewear products to the new Asia Pacific market, such as Lululemon in Japan (Long, 2023).	<b>Diversification Strategy</b>  Lululemon Studio Mirror is an interactive mirror that displays as a personal trainer with camera features and speakers for the home-workout lifestyle (Sassos, 2022).
New Markets	Existing Products	New Products

Ansoff matrix is an alternative that **focuses on the markets addressed and the products offered** to help businesses determine where they may grow and expand (Ansoff, 1988). The matrix **differentiates between existing and newly formed markets and products**.

**This matrix is beneficial for Lululemon X UNLIMITED to determine which market should be targeted and the product type. It also creates a positioning of the product in the parent company, Lululemon.**

Source: Based on Ansoff (1988).

# Product Assortment Strategy

Product assortment is a term used to **describe the width and depth of the product selection** made available to customers (Varley, 2018a). It is divided into two categories; **specialist assortment and generalist assortment**.

## Specialist Assortment

Meaning:

Fewer categories, but significant variation within those categories.

Example:

Lululemon offers activewear in different styles, colours, and sizes.

## Generalist Assortment

Meaning:

Various product categories, but less variation within each category.

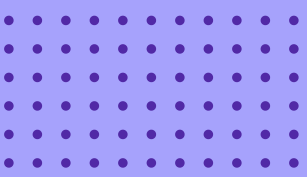
Example:

The variety of Lululemon's sports equipment to support different sports activities is one size for each product.

**Lululemon X UNLIMITED is recognised as the specialist assortment by offering adaptive-workleisure products with various styles, sizes, qualities, and prices.**

**The product assortment strategy is useful for Lululemon X UNLIMITED to decide the product range offers to customers. It differentiates the collection from other Lululemon products in terms of features and benefits.**





# Product Strategy: Fashion Categories

Based on Varley (2018c), there are four fashion categories: **iconic category, extension category, aspirational/occasional category, and convenience/staple category.**

**This framework is beneficial for Lululemon X UNLIMITED to determine the product roles in the parent company, Lululemon. It also creates a role positioning among the other Lululemon product.**

**Core**  
brand facets found in  
all product category  
embodiments of brand



**Peripheral**  
brand facets that are  
only relevant to a  
specific category

**Iconic Category**

Lululemon X UNLIMITED offers an adaptive-workleisure collection focused on activewear. It is identified as the iconic category because Lululemon is known as the brand offering innovative sports clothing and equipment, including activewear.

**Aspirational/Occasional Category**

Lululemon Hoodie Metallic Jacket is categorised as the aspirational category because it has innovations in the product features, which use a new material, metallic fabric, different from the general Lululemon hoodie.

**Extension Category**

Lululemon Yoga Mat is recognised as the extension category because it is a complementary product that Lululemon offers to increase brand loyalty among customers.

**Convenience/Staple Category**

Lululemon Water Bottle is associated with the convenience/staple category because it is an alternative product to prevent customers from purchasing bottles from other brands.

**Distinctive**  
product facets  
that strongly  
communicate a  
brand's identity



**Generic**  
product facets  
that are easily  
and often  
replicated by  
alternative or  
competitive  
brands

# Growth Strategy of Lululemon X UNLIMITED

Branding Strategy	Brand Extension, using the existing brand’s name and Lululemon’s brand equity.
Pricing Architecture	Horizontal Extension, the price is similar with Lululemon.
Product Strategy	Product Development, creates a new product range, an adaptive-workleisure collection, for a growing market, women with physical impairment.
Product Assortment Strategy	Specialist Assortment, offering adaptive-workleisure products with various styles, sizes, qualities, and prices.
Product Strategy: Fashion Categories	Iconic Category, offers an adaptive-workleisure collection focused on activewear which is the main specialist product of Lululemon.



## Key Summary: Growth Strategy

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Lululemon X UNLIMITED have a **robust growth strategy planning** from **clearly identifying their branding strategy as the fundamental brand guideline, pricing architecture to determine their market levels, product strategy to decide the product and target market they want to achieve, to deep research on the product assortment and roles in the inner environment, the parents' company. By having a solid growth strategy, Lululemon X UNLIMITED will understand the next step to expand the brand, which could lead the brand to success.**

— 03

# **BRANDING FOR LULULEMON X UNLIMITED**

## 3.1 Brand Elements

### Brand Story

Lululemon X UNLIMITED aims to ensure that **women with disability feel confident and able to do something beyond the limit despite their physical impairment.** We are **embracing wellness, confidence, and equality for all women.** Our brand represents "**Authenticity with Confidence**". We offer authentic-multifunction adaptive clothing with an appealing trendy colour and silhouette, as well as from innovative and sustainable materials.

---

**"I think with small adaptations to it, it will make me want to go for it because it is just going to be easier for me in regard to comfort and how it's worn, how easy it is to put on, how it would look as well. Because being disabled doesn't mean that we don't want to go with the trend or we don't want to wear what's new, what's trendy, what fits nicely."**

**(Interview with Sherine, see Appendix A)**

*\*Sherine is one of the models from Zebedee, the world's leading inclusive talent agency. She is the survivor of leg amputees.\**

### Brand Point of View

Inclusivity has been part of an essential topic in the fashion industry. Most fashion brands have portrayed themselves as embracing diversity by providing various clothing sizes and collaborating with models from different backgrounds. However, **there is still a lack of representation of people with disability in the fashion industry.** Therefore, **Lululemon X UNLIMITED will become the pioneer in breaking the boundaries between non-disabled and disabled by innovating the functional-modern adaptive-workleisure collections.** Our brand is one step forward by **developing "beyond diversity."**

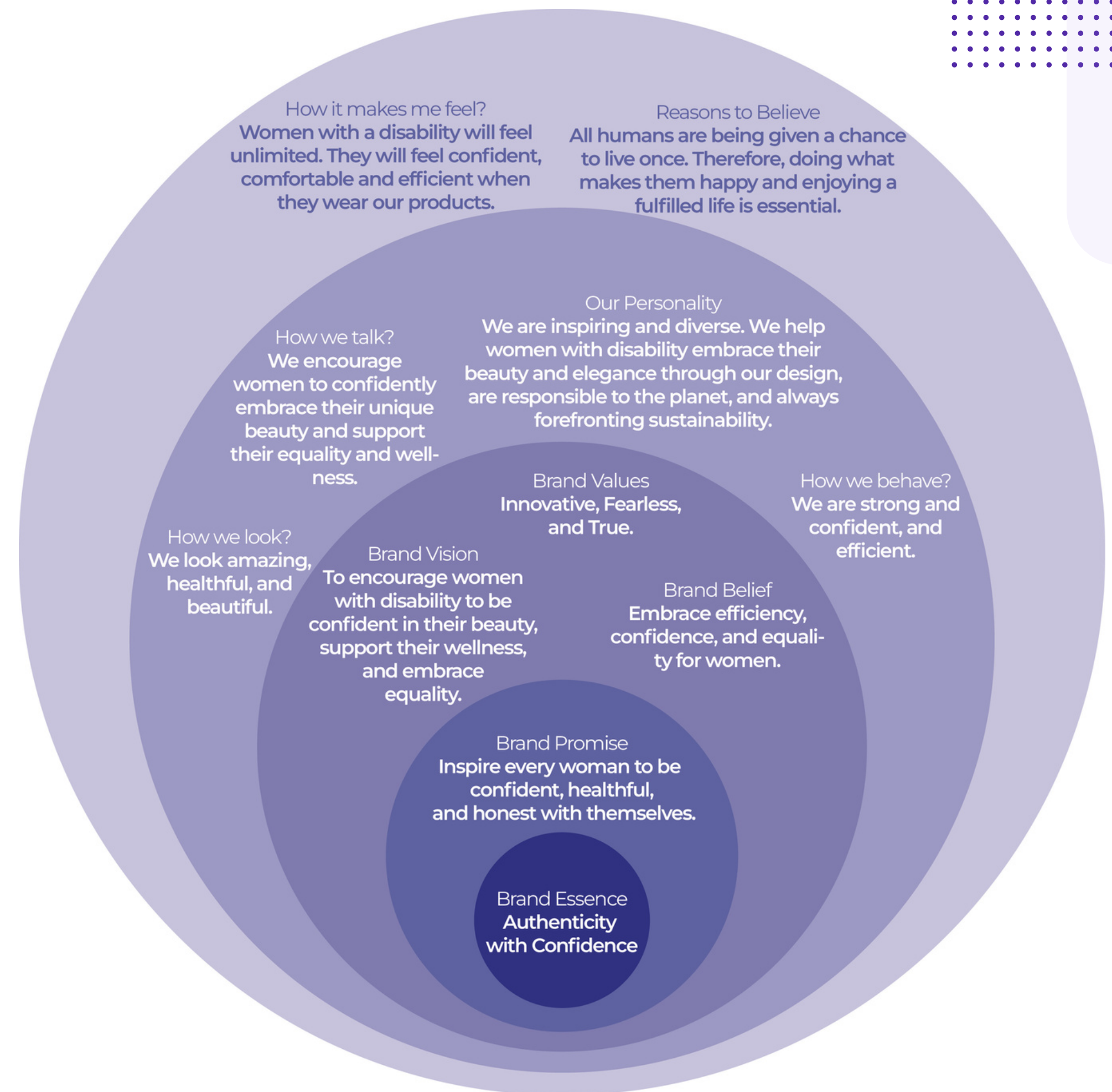
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**By determining the brand story and brand point of view, Lululemon X UNLIMITED will create a strong connection with customers. It helps the customers feel related to the brand and notice that it is aware of the current social issues.**

---

# Brand Essence

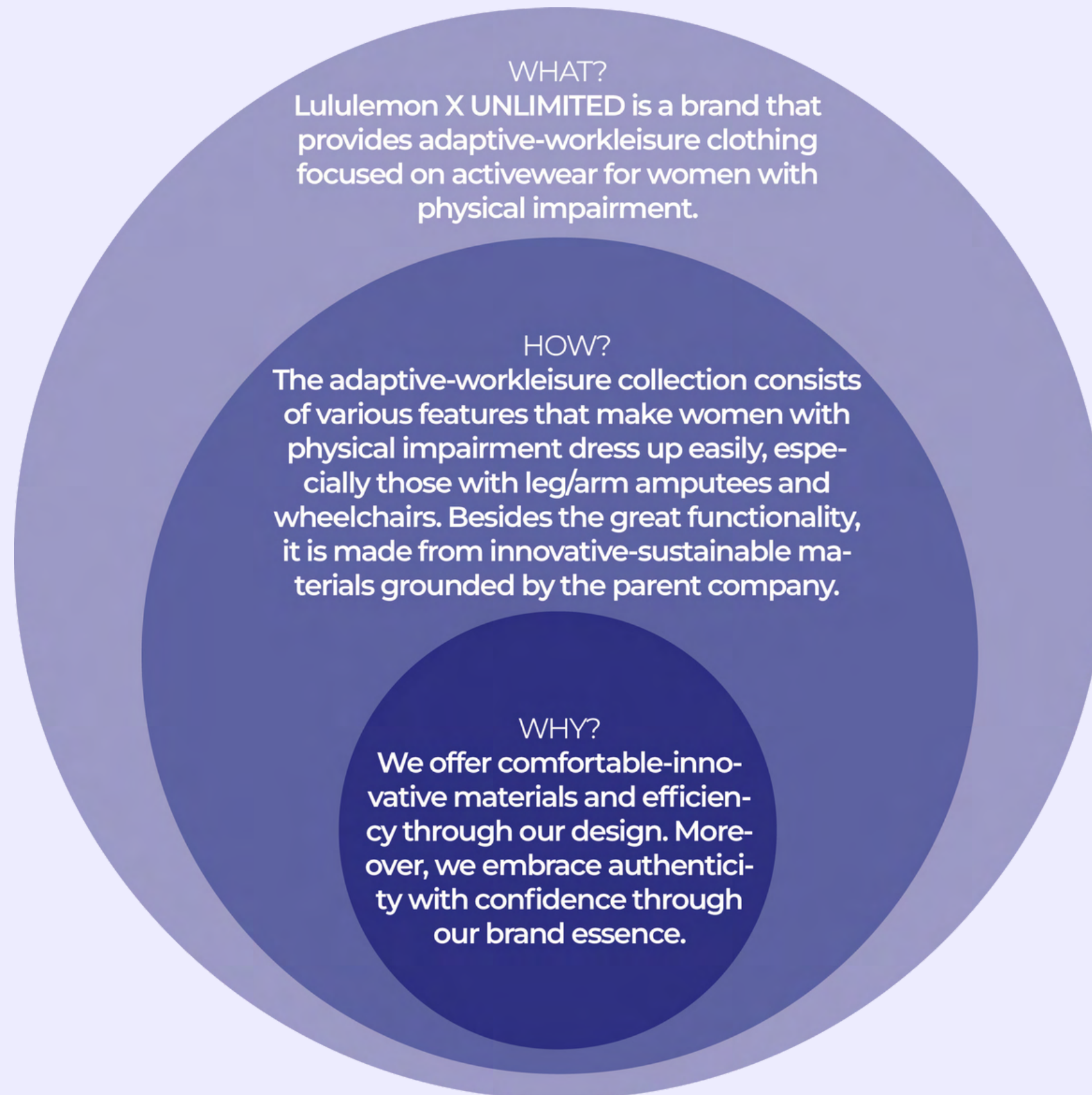
The brand onion strategy is useful for identifying the essence that will differentiate Lululemon X UNLIMITED from its competitors. It also creates a strong positioning in both the activewear and workleisure industries.



Source: Based on Lumsden (2017).



# Unique Selling Point



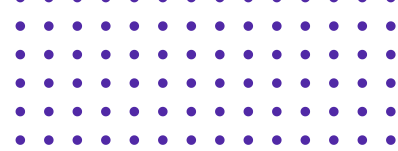
Source: Based on Chaffey (2022).

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**The golden circle theory is useful to determine the value proposition that will differentiate Lululemon X UNLIMITED from its competitors. It also creates a solid value positioning for the brand in the huge adaptive-workleisure industry.**

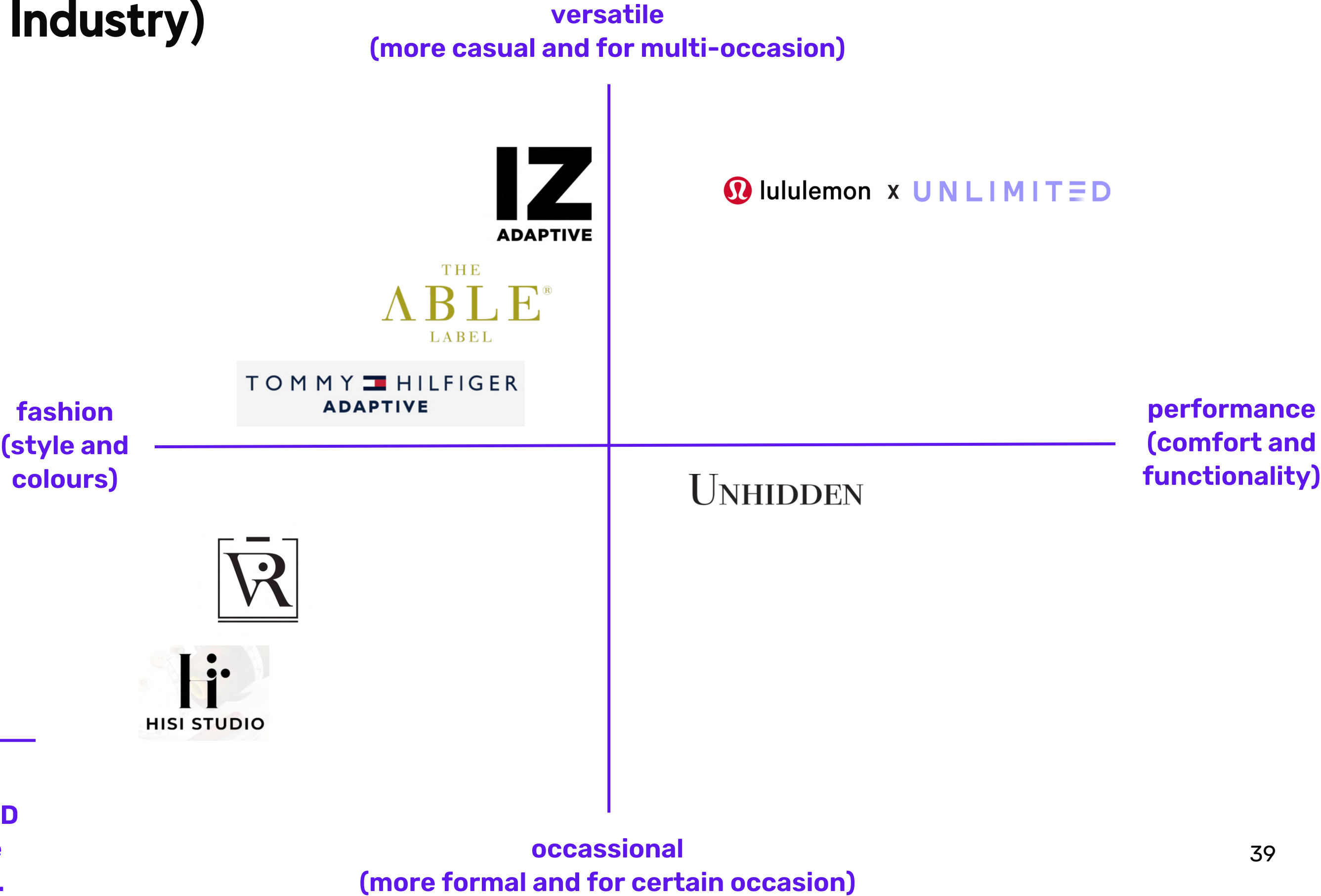
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# Brand Positioning (Adaptive-Workleisure Industry)



Based on the matrix, **the biggest market share** is the adaptive brand that offers fashionable adaptive clothing, both in the versatile and occasional categories. As a result, there needs to be more brand that offers the performance of adaptive clothing.

Unhidden is the only brand that offers the performance of the clothing in an occasional category, making Lululemon X UNLIMITED the only brand that offers the performance in the versatile category.



The positioning matrix is beneficial to understand how Lululemon X UNLIMITED fills the market gap and determines the values that differentiate it from others.

# Brand Elements of Lululemon X UNLIMITED

Brand Story	Lululemon X UNLIMITED aims to <b>ensure that women with disability feel confident and able to do something beyond the limit</b> despite their physical impairment.
Brand Point of View	There is still <b>a lack of representation of people with disability in the fashion industry</b> . Therefore, Lululemon X UNLIMITED will become <b>the fashion pioneer in breaking the boundaries between non-disabled and disabled by innovating the functional-modern adaptive-workleisure collections</b> . Our brand is one step forward by developing " <b>beyond diversity</b> ."
Brand Essence	<b>Authenticity with Confidence.</b>
Unique Selling Point	We offer <b>comfortable-innovative materials and efficiency through our design</b> . Moreover, we <b>embrace authenticity with confidence through our brand essence</b> .
Brand Positioning	Lululemon X UNLIMITED offers <b>performance and versatile clothing</b> , which enhances <b>comforts, functionality, and a more casual style</b> that could be worn on <b>multi-occasion</b> .



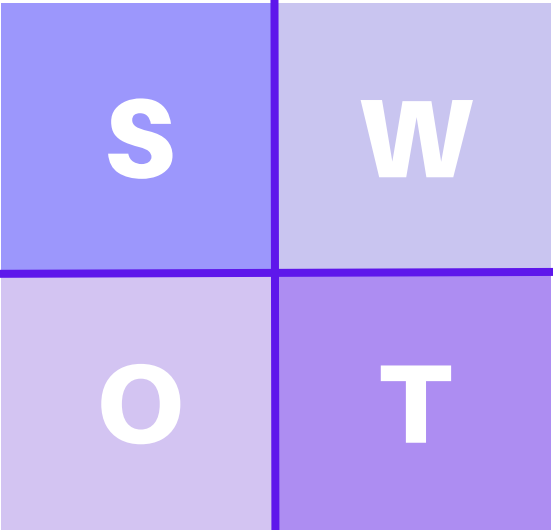
## Key Summary: Brand Elements

---

**Lululemon X UNLIMITED deeply understands its target market and their needs from the brand story that is significantly related to the customers, understanding the customer's emotions and feelings through brand essence, being aware of the current social issue through brand point of view, to offering the product that other adaptive-workleisure brands still have not developed.**

- Lululemon X UNLIMITED has a popular huge parent company already dominating the activewear industry.
- Lululemon X UNLIMITED embrace "authenticity with confidence" as the brand essence that differentiates it from other brands.
- Lululemon X UNLIMITED offers an authentic workleisure collection designed for women with a physical impairment that brings comfort and efficiency.
- Lululemon X UNLIMITED provide innovative-sustainable materials and partners with Sustainable Apparel Coalition and the American Apparel and Footwear Association to stay current around raw material sources like its parent company.

- Lululemon X UNLIMITED is a brand extension of Lululemon. If the brand's identity does not align with the parent company, customers can see that the brand is inconsistent and could break the customer's loyalty.
- Lululemon X UNLIMITED is a premium adaptive-workleisure brand, resulting in customers cannot buy our product at the lowest price.
- Lululemon X UNLIMITED should keep innovating the products' functions and design aspects. If the products are not innovative enough, customers could lose interest.



- HeiQ and Patagonia invented sustainable odour control technology from mint oil sources for textile applications that could outperform fabrics (Philipp, 2022).
- After COVID, career people, especially women, seek a simple, comfortable working outfit suitable for different occasions outside of the office (Euromonitor, 2022).
- The buying power of people with disability is enormous (Purple Pound, 2021 cited in Bullock, 2021).

- There is a possibility that customers would prefer something other than the workleisure style with the adaptivewear approach that Lululemon X UNLIMITED has offered.
- Compete with various big sportswear companies, such as Nike, Adidas, Under Armour, and PUMA.
- Many activewear brand competitors have shifted their clothing design from only for sports to wear daily, such as athleisure and workleisure styles.
- Lululemon is a global company that requires a lot of resources which will affect Lululemon X UNLIMITED resources.

## SWOT Analysis Highlights

S

### Strengths

Lululemon X UNLIMITED provide innovative-sustainable materials and partners with Sustainable Apparel Coalition and the American Apparel and Footwear Association to stay current around raw material sources like its parent company.

W

### Weaknesses

Lululemon X UNLIMITED is a brand extension of Lululemon. If the brand's identity does not align with the parent company, customers can see that the brand is inconsistent and could break the customer's loyalty.

O

### Opportunities

HeiQ and Patagonia invented sustainable odour control technology from mint oil sources for textile applications that could outperform fabrics (Philipp, 2022).

T





















### Threats

There is a possibility that customers would prefer something other than the workleisure style with the activewear approach that Lululemon X UNLIMITED has offered.

## Key Takeaways of SWOT Analysis

Based on the framework, Lululemon X UNLIMITED must **always maintain the quality of the materials as the Unique Selling Point and align with the brand identity of Lululemon.** Moreover, Lululemon X UNLIMITED can **open an opportunity to explore new materials through a partnership with HeiQ and Patagonia.** Lastly, Lululemon X UNLIMITED **should create a great marketing strategy to promote a new lifestyle, "home exercise after home-working" that society would accept.** Therefore, **the adaptive-workleisure collection focused on activewear will create interest in the market.** Also, **the product's style and features innovation can attract customers.**

# Direct Competitor Analysis

Brand	Price	Unique Selling Point	Product	Own Website	Marketing Scope	Achievement
 <small>Fig. 12 IZ Adaptive logo (2023)</small>	£25-£425	<ul style="list-style-type: none"><li>The design is about function meets fashion (IZ Adaptive, 2023).</li><li>Basic product features, such as front zipper opening and magnetic button.</li><li>Accommodate people in wheelchairs (IZ Adaptive, 2023).</li></ul>	62 items  			<ul style="list-style-type: none"><li>"Seamless Back Pant" is the company's famous-iconic staple (IZ Adaptive, 2023).</li><li>Major media and museums have featured the brand (IZ Adaptive, 2023).</li></ul>
 <small>Fig. 13 Tommy Hilfiger Adaptive logo (2023)</small>	£50-£180	<ul style="list-style-type: none"><li>Brand consciousness from the parent company, Tommy Hilfiger.</li><li>Stylish collection with various product style, colours, and patterns.</li><li>Basic product features, such as Velcro opening and magnetic button.</li><li>Suitable for people with amputees (Tommy Hilfiger. 2023).</li></ul>	377 items   			<ul style="list-style-type: none"><li>The brand has received the 2019 Cannes Lions Awards, the 2019 International Design Award, and Honorary Mention in the 2019 Fast Company Innovation by Design Awards (Beck, 2021).</li><li>Major media companies featured the brand, including Vogue Business and Forbes.</li></ul>
 <small>Fig. 14 The Able Label logo (2023)</small>	£25-£142	<ul style="list-style-type: none"><li>Stylish collection with various product style, colours and patterns.</li><li>Basic product features, such as Velcro opening.</li><li>Accommodate people with physical and cognitive impairment, especially the elderly (The Able Label, 2023).</li></ul>	436 items  			<ul style="list-style-type: none"><li>The brand became the finalist of Business Startup 2016, issued by Kent Women in Business Awards (Linkedin, 2023b).</li><li>Major media companies featured the label, including Vogue (The Able Label, 2023).</li></ul>
	£75- £300	<ul style="list-style-type: none"><li>Offering innovative-sustainable material of products.</li><li>Offering efficient-multifunction clothing with various product features, such as reversible clothing.</li><li>Embrace authenticity with confidence.</li><li>Suitable for people with physical impairment and wheelchairs.</li></ul>	6 items 			(soon)

**Symbol Information:**



focused on casual to formal outfit



focused on formal work attire



focused on ready to wear couture



men collection



women collection



kids collection



4 social media platforms or above



less than 4 social media platforms

For further analysis of the other brands, see Appendix C.







### Key Takeaways of Direct Competitor Analysis

Based on the table, **most of the competitors show they focus more on the fashion aspect than the performance.** They offered **functionality in the product but only the basic features**, such as magnetic buttons and Velcro opening. They **do not pay attention to the quality of fabrics** and **how they could improve the performance from the style and silhouette** of the product. Moreover, **other brands do not highlight sustainability and ethics**, from **the material sources and production to the marketing strategy.**

Lululemon X UNLIMITED will play an essential part in the adaptive-workleisure industry by **offering high clothing performance.** It will **highlight the innovative-sustainable materials** and **the various product features that could improve the functionality and efficiency** of the clothing **with fashion trends consideration.**



# Indirect Competitor Analysis

Brand	Industry	About The Company	Collaboration Opportunity
 <p>Fig. 15 Better logo (2023)</p>	Gym and Leisure Centre	A UK gym that provides accessible activities and disabled-friendly sports facilities, including pool pods (Better, 2023).	Collaborate with professional trainers who are experts in creating an accessible-exercise program as the brand ambassadors.
 <p>Fig. 16 Ffora logo (2023)</p>	Fashion	The company offers fashion accessories, such as active bags, cupholders, and bottle holders for wheelchair applications (Ffora, 2023).	Collaborate with Ffora to design sports accessories for people with disability, especially people in wheelchairs.
 <p>Fig. 17 Izzy Wheels logo (2023)</p>	Manufacturing	The company provides a variety of decorative-stylish wheel covers for wheelchairs (Izzy Wheels, 2023).	Collaborate with Izzy Wheels to create a new wheel cover design that illustrates the health and wellbeing of women.
 <p>Fig. 18 Fair Shot Cafe logo (2023)</p>	Food and Beverage	A social enterprise cafe with a vision to improve the lives of disabled/autistic young adults by giving training in coffee speciality and a job opportunity in the cafe (Hughes, 2018).	Create a yoga event and a wellbeing community for local society in the Fair Shot café to engage new potential customers.
 <p>Fig. 19 Cripple Media logo (2023)</p>	Media and Magazine	The company provides a platform where creative young disabled people can share a story that is honest, impactful, and youthful to change people's perspectives towards disability (Cripple Media, 2023).	Promote the Lululemon X UNLIMITED collections in the Cripple Media platform by collaborating with many creative young disabled bloggers.
 <p>Fig. 20 Zebedee talent logo (2023)</p>	Talent Agency	The world's top inclusive talent agency that assists models with a disability, non-binary, and transgender across the UK, Europe, Australia, the USA, and Japan (Zebedee talent, 2023).	Collaborate with several disabled women models in Zebedee to become the face of the Lululemon X UNLIMITED collection.

## Key Takeaways of Indirect Competitor Analysis

Based on the table, **collaborations with other industries are essential**. It could **bring many advantages for Lululemon X UNLIMITED and the partnership brand**, such as **creating brand awareness in society**. Moreover, **Lululemon X UNLIMITED can explore a new product range for a new target market** which might be **the competitor's market** and **open up possibilities that the market will become new-potential customers for Lululemon X UNLIMITED**.



## Key Summary: Brand Analysis

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Based on the brand analysis, **Lululemon X UNLIMITED** has deeply analysed their brand's strengths and weaknesses through brainstorming inside the company, using the **SWOT analysis** and outside the company, using the **direct and indirect competitor analysis**. Moreover, the brand ranges out the variety of opportunities to expand, from identifying the chance to develop new materials in **SWOT analysis** to planning a collaboration with other industries in indirect competitor analysis.

# **CREATIVE STRATEGY**

# — 04


# LOGO AND BRAND GUIDELINE

## 4.1 Logo Meaning



**UNLIMITED** means not limited or constrained in terms of number, amount, or scope (Oxford, 2023).

The new brand extension is called "UNLIMITED" because the brand wants to ensure that the customers feel **confident** and able to do **something beyond their limits** despite their physical disability.

 symbol consists of three lines. The two lines above define **equality**, and the below line represents a **movement** that identically describes sports.

The brand's primary colour is **bright purple**, representing **justice, equality, and power**.

## 4.2 Brand Guideline

 lululemon x UNLIMITED



# LOGO

MAIN LOGO

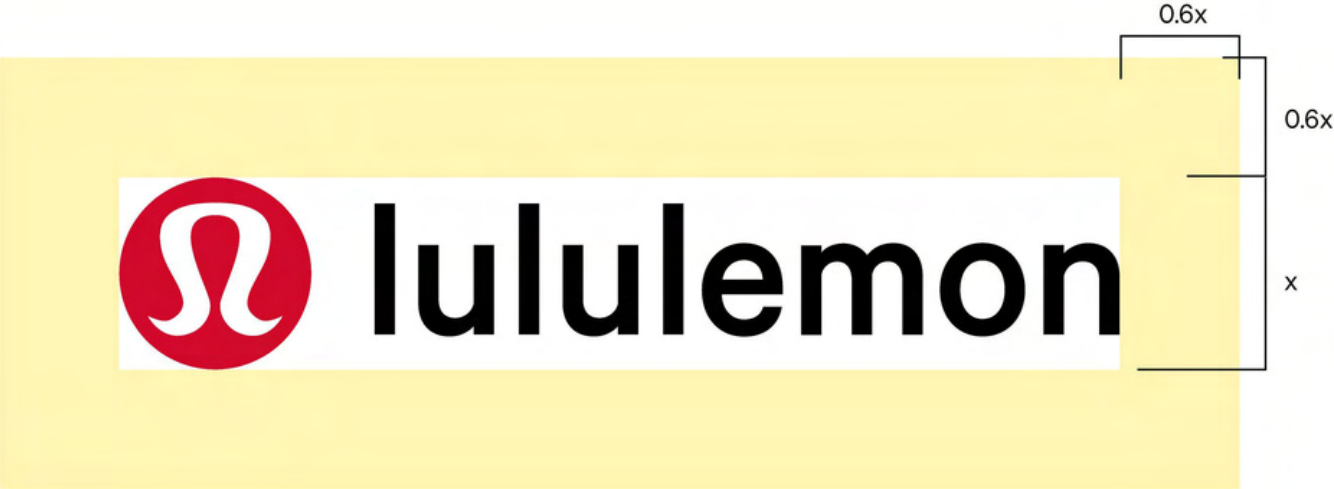


LOGO VARIATIONS



# LOGO GUIDELINE

## ISOLATION AREA



## SIZE SPECIFICATION



MINIMUM PRINT SIZE



MINIMUM DIGITAL SIZE

## UNACCEPTABLE USAGE



DO NOT DISTORT THE LOGO



DO NOT ROTATE THE LOGO



DO NOT CHANGE FONT ON LOGO



UNLIMITED

LOGO VARIATIONS

UN-  
LIMITED

UNLIMITED

UNLIMITED

# LOGO GUIDELINE

## ISOLATION AREA



## SIZE SPECIFICATION

UNLIMITED 10 mm

MINIMUM PRINT SIZE

UNLIMITED 30 PX

MINIMUM DIGITAL SIZE

## UNACCEPTABLE USAGE



DO NOT DISTORT THE LOGO



DO NOT ROTATE THE LOGO



DO NOT CHANGE FONT ON LOGO

# COLOURS

## PRIMARY



## SECONDARY



## PROPORTIONS



# TYPOGRAPHY

## PRIMARY TYPOGRAPHY

### CALIBRE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890  
The quick brown fox jumps over the lazy dog

## ALTERNATE TYPOGRAPHY

### GROUPE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567860  
THE QUICK BROWN FOX JUMPS  
OVER THE LAZY DOG

## FONT WEIGHTS

### HEADINGS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz - 1234567890**  
**The quick brown fox jumps over the lazy dog**

*Weights : Bold or black for headings and titles*  
*Cases : Uppercases, lowercases, title cases, sentence cases, all caps*

### BODYCOPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz - 1234567890  
The quick brown fox jumps over the lazy dog

*Weights : Medium, regular, or light for subheading and bodycopy*  
*Cases : Uppercases, lowercases, title cases, sentence cases, all caps*



## Key Takeaways: Logo and Brand Guideline

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Based on the management strategy, **Lululemon X UNLIMITED** embraces wellness, confidence, and equality for all women. Therefore, the brand's logo represents the brand's belief from the meaning and colour perspective. Moreover, the typography is simple and modern, representing the Lululemon X UNLIMITED tone of voice.

— 05

# PACKAGING

## 5.1 Packaging Inspiration

All of Lululemon X UNLIMITED's packaging is inspired by the packaging of the parent company, Lululemon. Posner (2015) mentioned that **brand extension help to increase awareness and recognition of the leading brand** and expand the customer range. Therefore, it is essential that Lululemon X UNLIMITED support the parent company to gain recognition through **packaging design and graphic elements**.



Fig. 21 Lululemon Black Tote Shopper Reusable Shopping Bag Dust Bag Storage Gift (2021)

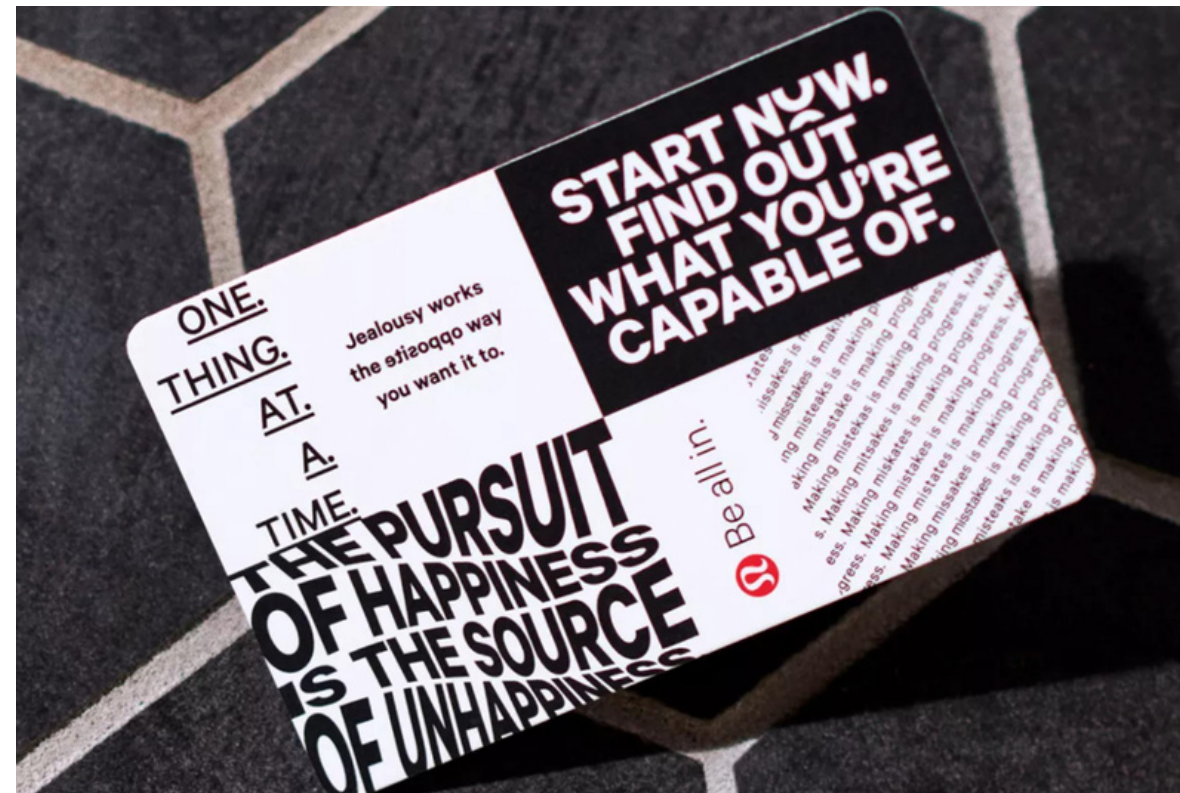


Fig. 22 Lululemon Gift Cards (2023)



Fig. 23 Lululemon Practice Packaging (2023)



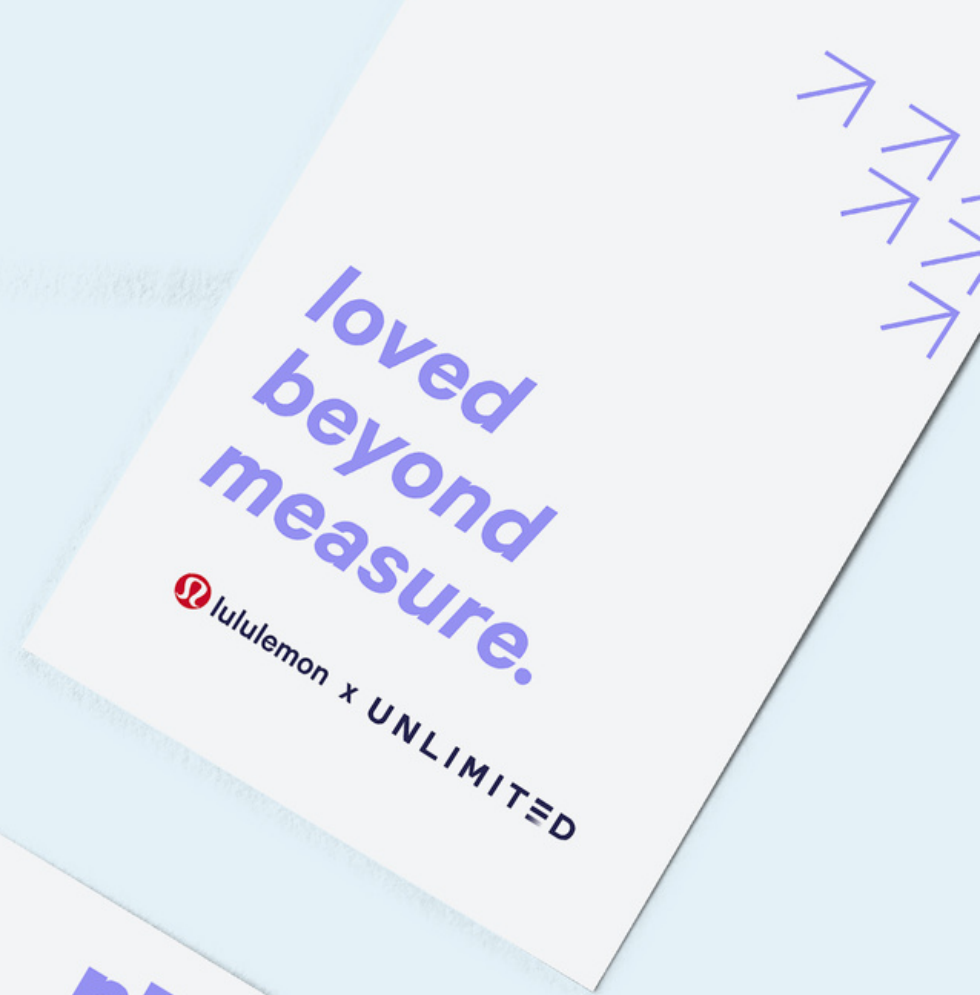
## 5.2 Packaging Mock Up

hangtag





quotes cards







garment box packaging



delivery box packaging





tote bag





gift cards





## 5.3 The Journey of Packaging



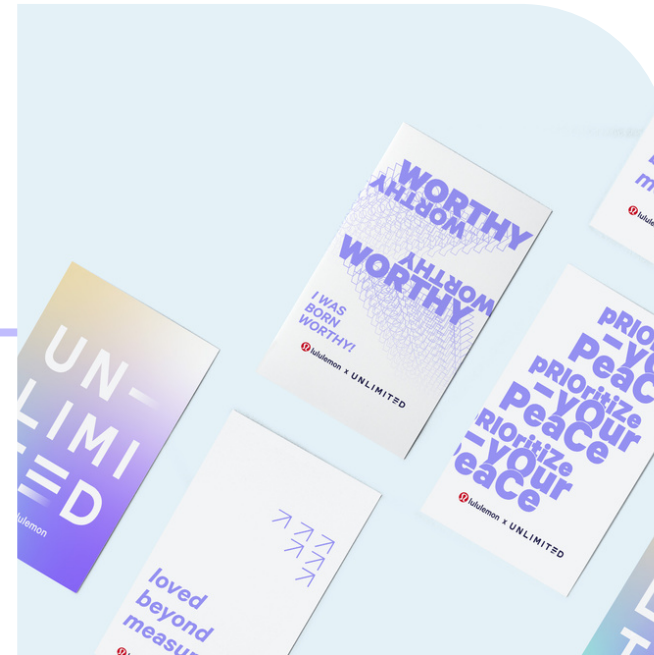
### Delivery Box Packaging

Customers will get this delivery box **if they shop online to secure the primary packaging.** The design of the box is **very simple and easy to open.**



### Garment Box Packaging

**Inside the delivery box is the garment box,** the primary packaging. The box **features the logo and the brand essence,** "Authenticity with Confidence." **The brand essence in the packaging will remind the customers why the brand exists.**



### Quotes Cards

After the customers **open the garment box,** they will **find the quotes card given randomly.** The quotes card is designated as a **self-reminder for each customer.**



### Hangtag

Besides the quotes card, customers will **find the product and the hangtag inside the garment box.**



### Packaging Recycling Bin Campaign

**Every Lululemon store will have the recycle bins** where customers **can return their packaging boxes.** It will **encourage customers to be more aware of sustainability.**

## 5.4 Additional Items

Lululemon X UNLIMITED offers a special design for shopping bags and gift cards for customers. These special edition items will increase awareness of the new brand around Lululemon's loyal customers. Moreover, it could grow Lululemon's sales though it is not significant.



### The Special Edition of Shopping Bag

Customers could get this unique bag **for free or discounted** if they reach the minimum purchasing quantity.



### The Special Edition of Gift Card

Customers could **buy this limited edition of gift cards** for their loved ones or might be for card collection.

## Key Takeaways: Packaging

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**The Lululemon X UNLIMITED packaging is aligned with the Lululemon packaging to support the leading brand recognition.** Moreover, the packaging of Lululemon X UNLIMITED is **designed to be easy to unbox since the target market is women with physical impairment.** Lastly, **Lululemon X UNLIMITED enhance its sustainability value through the packaging recycling bin campaign.**

— 06

# PRODUCT DEVELOPMENT



## 6.1 Product Moodboard and Fabric Choices



### **Moodboard Inspiration**

The moodboard of the Lululemon X UNLIMITED collection was **inspired by the women's colour trend in 2024-2025**. Based on Maggioni (2022), consumers are increasingly evaluating their purchases, growing their interest in **classic and versatile colours** and **renewing these colour shades with great-contrast colour combinations**. Therefore, Lululemon X UNLIMITED **utilise modern-versatile colours with excellent colour combination in this collection to make it timeless**.

**"Being disabled doesn't mean that we don't want to go with the trend or we don't want to wear what's new, what's trendy, what fits nicely."**

**(Interview with Sherine, see Appendix A)**





moodboard

# Earthy Rhodonite

A natural motion and feeling that inspired from the earth ground with the colour of Rhodonite stone.

## Ground Coffee

Pantone:  
19-1109 TCX

## Nutshell

Pantone:  
18-1140 TCX

## Intense Rust

Pantone:  
18-1442 TCX

## Italian Clay

Pantone:  
16-1422 TCX

## Panna Cotta

Pantone:  
12-0824 TCX

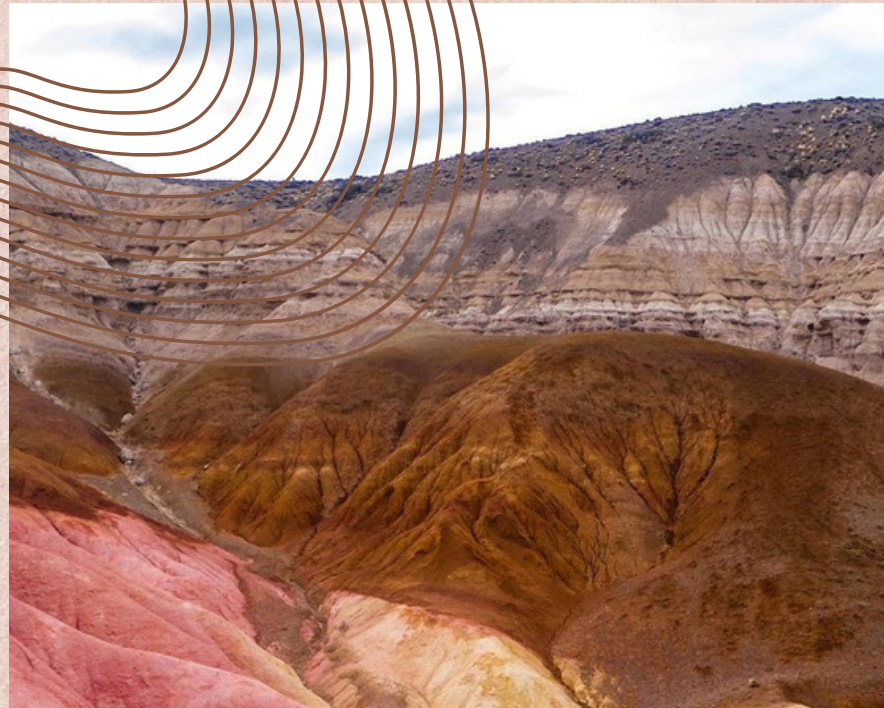
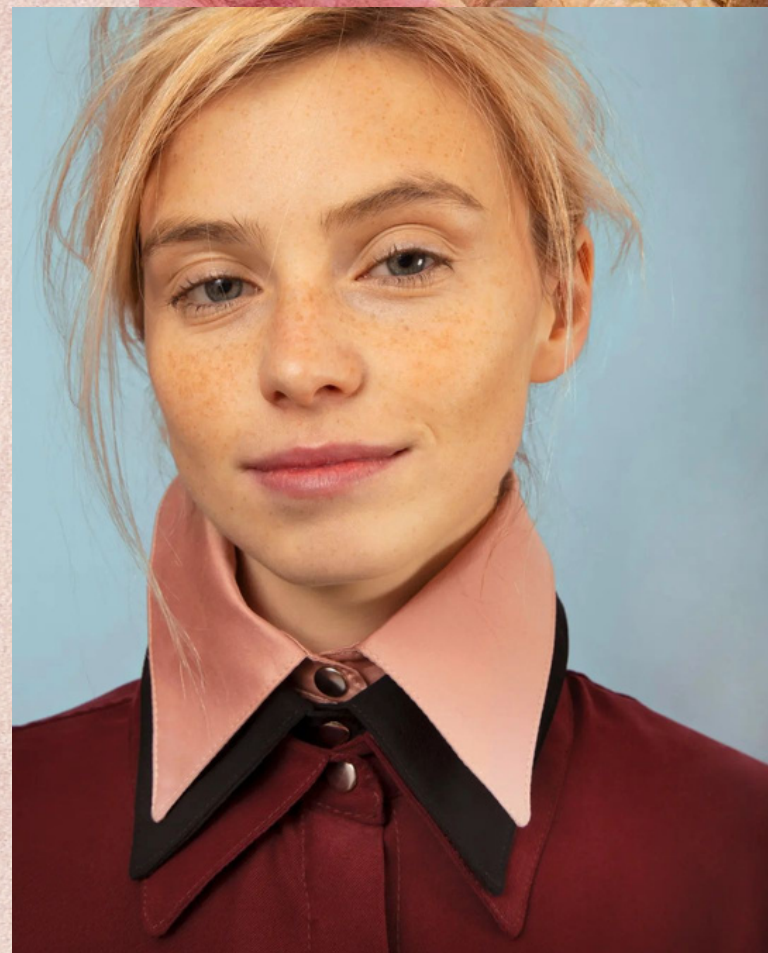


Fig. 24 Image collage from Women's Colour Forecast A/W 24/25, WGSN (2022)



## lululemon's fabric

Based on Lululemon (2023), the company produces these innovative high-quality fabrics:

### nulux

- sweat wicking, quick drying, lightweight, opaque
- silky-smooth feel and cool-to-the-touch
- designed for running and training

### luxtreme

- high level of sweat wicking, four-way stretch
- smooth feel and cool-to-the-touch
- designed for running and training

### luon

- breathable, four-way stretch
- cottony-soft feel
- designed for yoga or light-impact activities

### nulu

- lightweight, naked sensation, four-way stretch
- special technique knit fabric with buttery-soft feel
- designed for yoga

### everlux

- exceptional sweat wicking capabilities
- double-knit construction fabric with cool-to-the-touch (inside) and buttery-soft texture (outside)
- designed for sweaty studio sessions

### swift

- water repellant, sweat wicking, two-way until four-way stretch, no-bulk performance
- woven fabric with lightweight feels
- designed for training and office, travel, commute

### warpstreme

- durable fabric, sweat wicking, four-way stretch
- designed for office, travel, commute

### vitasea

- soft, lightweight, versatile on its shape and texture
- made with Seacell yarns, cotton, and Lycra fabric
- designed for office, travel, commute

### silverescent technology

- prevents the growth of odour-causing bacteria
- designed for running and training

## fabrics

Lululemon X UNLIMITED collection will **utilise the sustainable-innovative Lululemon's fabric**. Based on the management strategy, **one of the brand's Unique Selling Points** is to **offer innovative-comfortable materials**, which **only the parent company could provide**.



## 6.2 Lululemon X UNLIMITED Products



### **Design Guideline**

Based on the management strategy, Lululemon X UNLIMITED promises to **offer comfortable-multifunction clothing with efficiency in dress-up**. Therefore, the **collection's design must be versatile, high in performance, and have functional features that make it easy to wear**.

**"The most important are how functional it is, how easy it is to actually put on and comfort."**

**(Interview with Sherine, see Appendix A)**





design development

" So people might have problems with the hands. So they probably would require things that are easy to put on, whether it's magnetic buttons or an easier zipper to put on."

(Interview with Sherine, see Appendix A)

sports bra



Fig. 26 Wireless Zip Front Bra in Beige (2023)

front side



inner front side



back side



Fig. 27 Adidas by Stella McCartney True Strength Medium-Support Bra (2023)

straps detail



Fig. 28 Wireless Zip Front Bra in Beige (2023)

multifunction coat



Fig. 29 Adaptive Montrose Monogram Windbreaker (2023)

magnetic zip closure



back side



Fig. 30 Pangaia Coat with Detachable Sleeves (2023)

front side



reversible suit



Fig. 32 Adaptive Denim Trucker Jacket (2023)



front side



reversible side

Fig. 31 Detachable hood (2023)



Fig. 33 Reversible suit (2023)



reversible suit example



design development

"So with me I'm a double amputee and I wear prosthetics. So for me the bottoms always is what I have problems with. So a leg that doesn't move, they can't bent the foot to adjust to it. So I need it to be accessed. So having the stretchiness or zippers, hidden zippers that can actually be open from the bottom to make easy, easy on, I think this is really important."

(Interview with Sherine, see Appendix A)

shirt tennis dress



cut out

back side



Fig. 35 Bellerose Vocky Cut Out Back Dress Black Beauty (2023)

Fig. 36 Adaptive Tropical Scarf Print Warp Dress (2023)



Fig. 34 Stylish collar (2023)



detailing on collar

velcro closures inside to secure the dress

elastic waistband to make it easy to wear

front side

sports legging



Fig. 37 Faux Leather Adaptive Leggings (2023)



Fig. 39 Leggings with pocket (2023)



Fig. 38 Leggings with zipper on the bottom (2023)



pocket to keep phone/disabled alarm

extra fabric on the bottom part to bring comfort for people in wheelchair

hidden pull loops to help individual pull garments on and off

front side

zipper to make it easy to wear and for styling

reversible trousers



reversible trousers

long crotch line to bring comfort for people in wheelchair

after the ankle straps being attached



Fig. 41 Women trousers with waistband details (2023)



reversible side

elastic waistband to make it easy to wear

pocket

separate ankle straps to make it wide/narrow

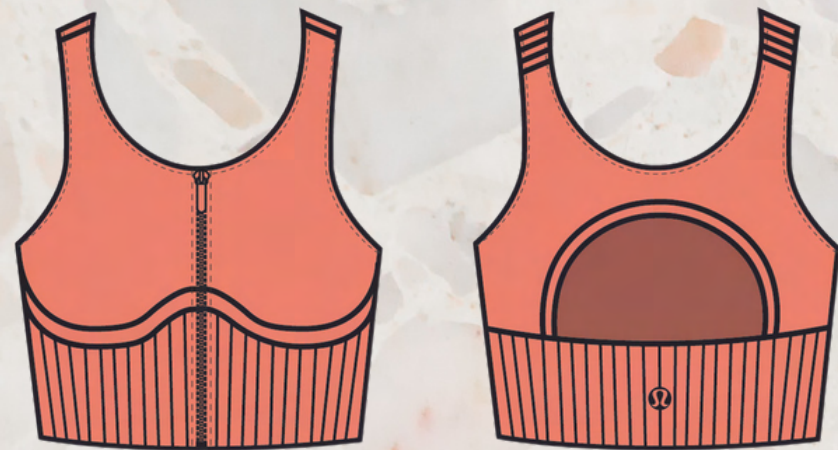
invisible magnetic closures

front side

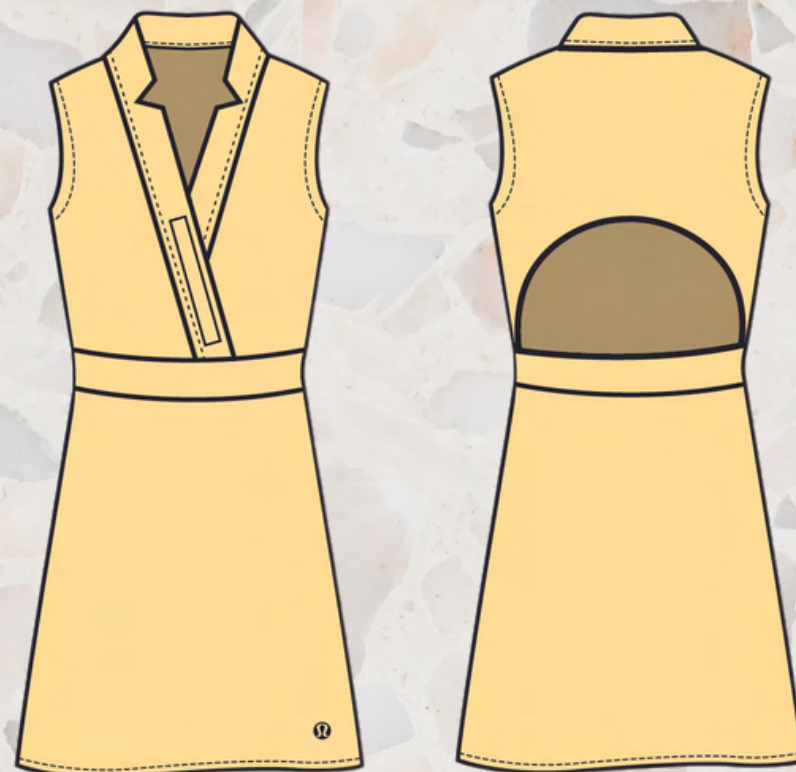


Fig. 40 Trousers details on the bottom (2023)





sports bra with cut-out



shirt tennis  
dress with  
cut-out



sports legging with zippers



reversible trousers



multifunction coat

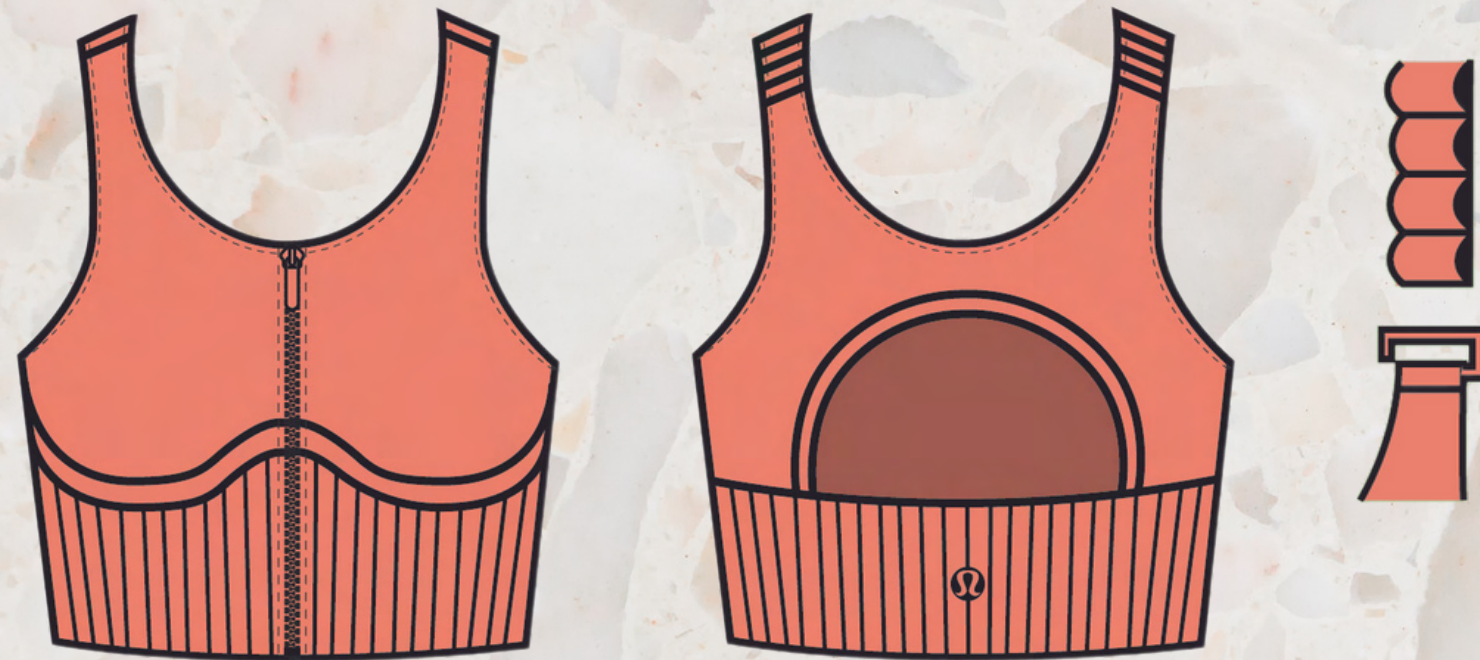


reversible oversized suit



## capsule collection



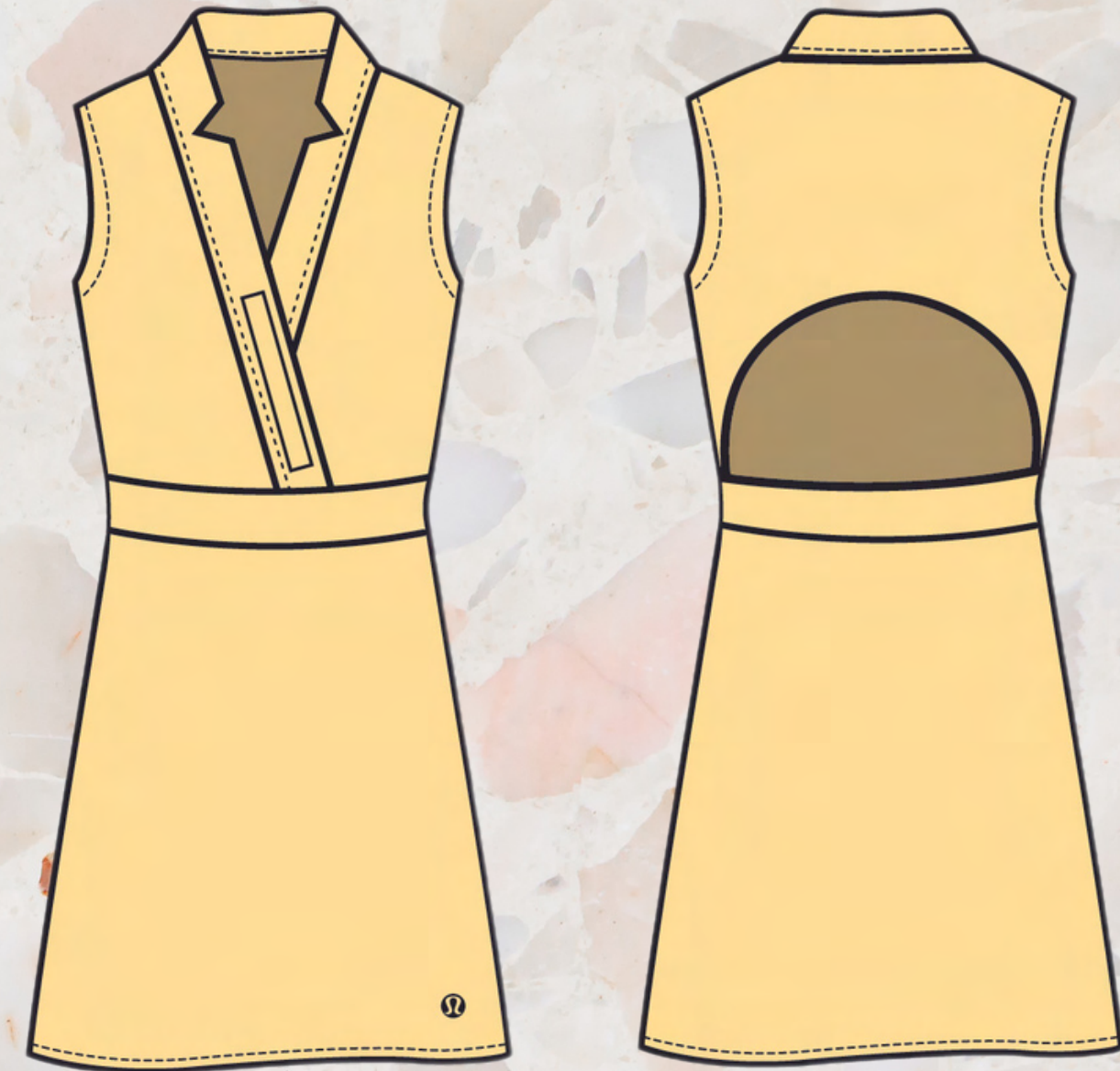


### Sports Bra with Cut Out

#### Highlights:

- Zipper in the centre.
- Waist wide band.
- Adjustable bra straps with loops.
- Cut out details on back side.

#### Colours:



### Shirt Tennis Dress with Cut-Out

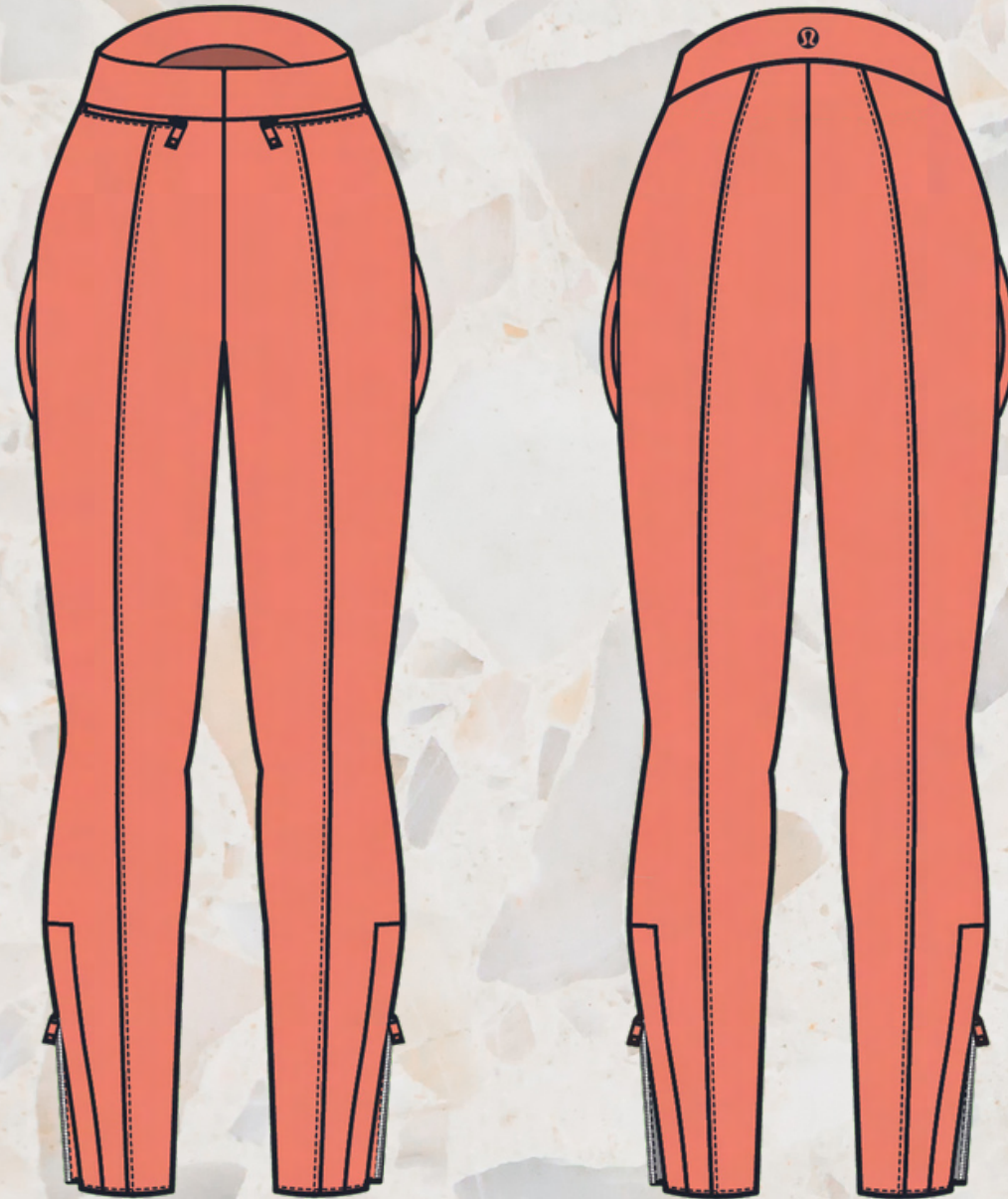
#### Highlights:

- Collar details.
- Cut out details on back side.
- Velcro opening inside.
- Elastic waist band.

#### Colours:







### Sports Legging with Zippers

#### Highlights:

- Extra fabric on the back.
- Huge pockets.
- Extra pull loops.
- Zippers on lower legs.

#### Colours:



### Reversible Trousers

#### Highlights:

- Wide elastic waist band.
- Pockets.
- Long crotch line for extra comfort.
- Reversible with two colours.
- Extra ankle straps with Velcro closures for styling.

#### Colours:







### Multifunction Coat

#### Highlights:

- Detachable hood with Velcro closures.
- Removable sleeves with hidden zippers.
- Extended zipper pull.
- Huge pockets.
- Magnetic zipper.

#### Colours:



### Reversible Oversized Suit

#### Highlights:

- Reversible with two colours.
- Magnetic button.
- Pockets.

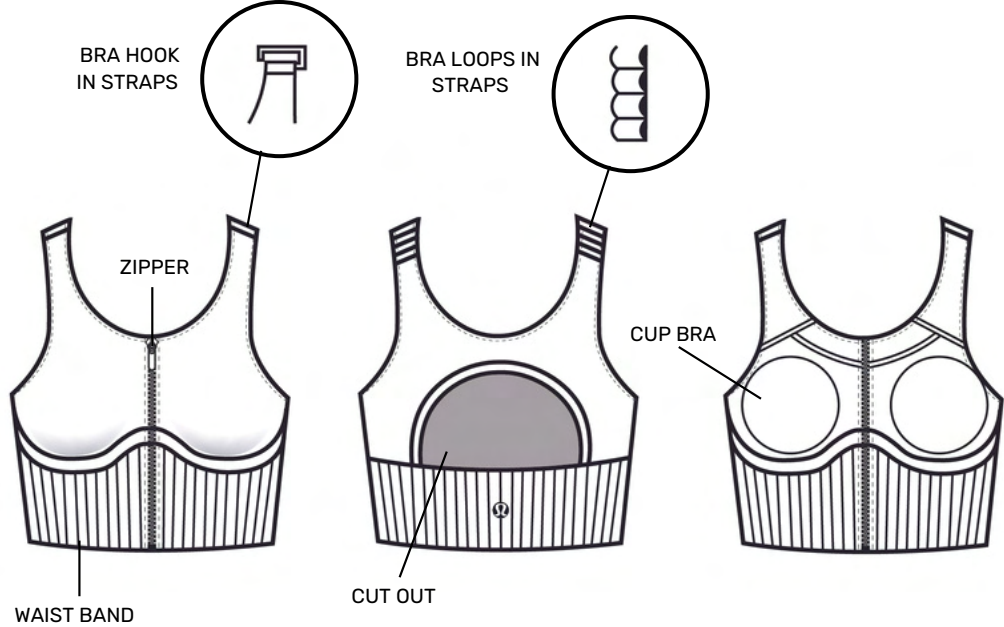
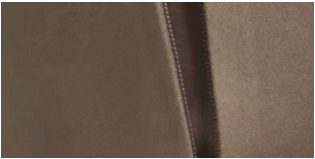


#### Colours:

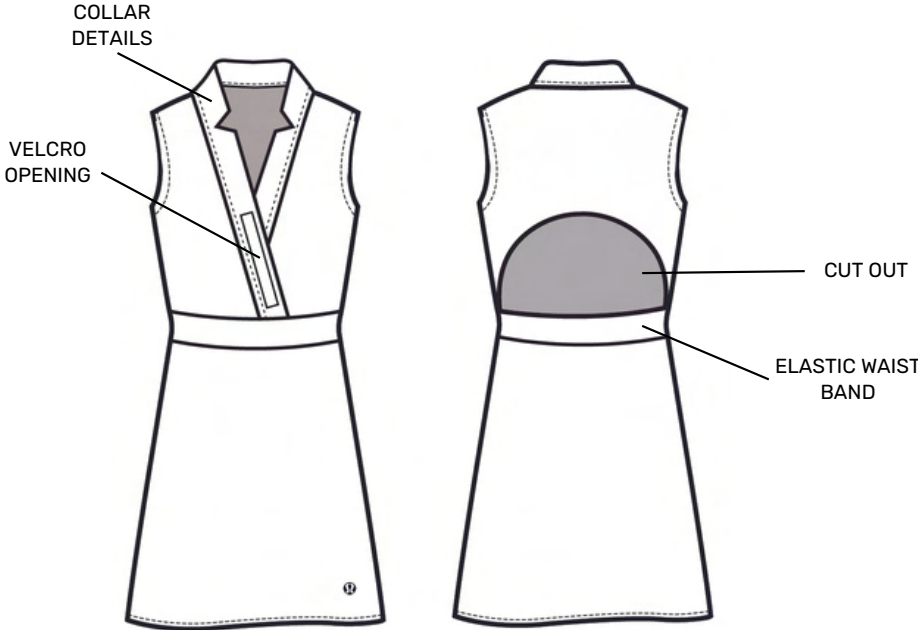
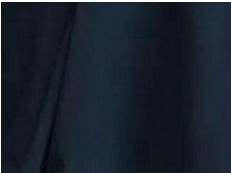



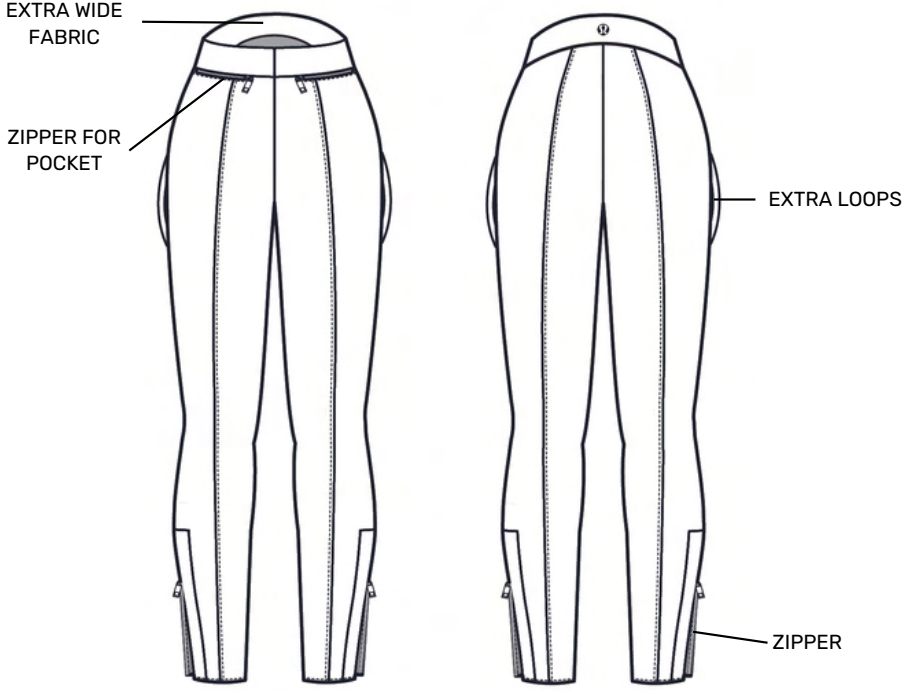
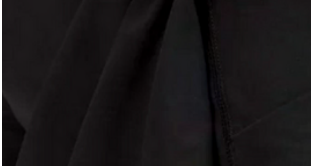



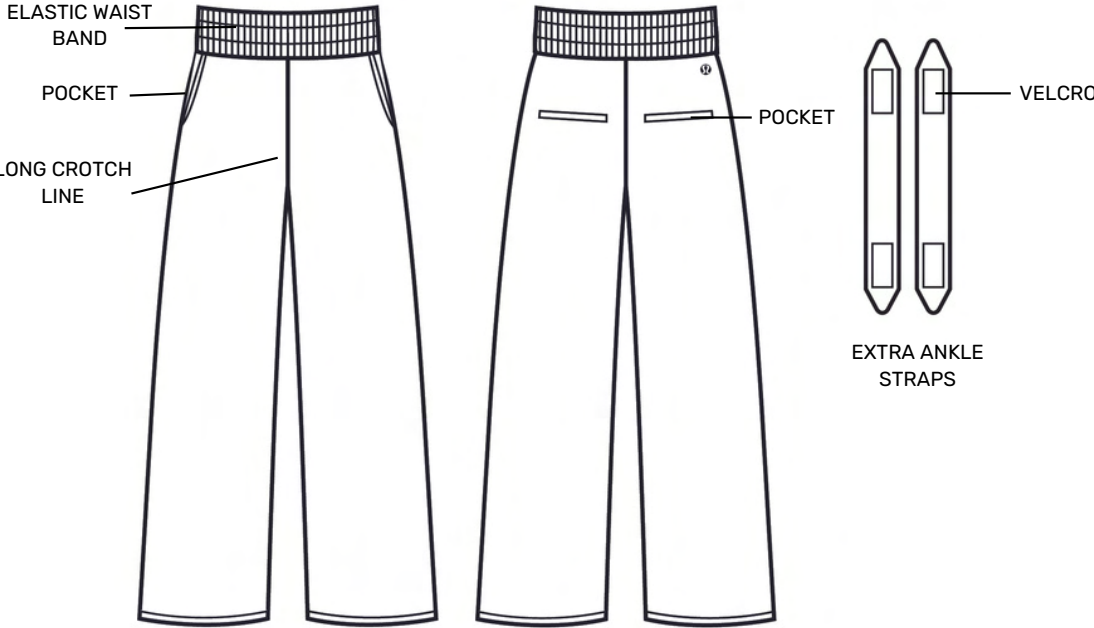


technical pack

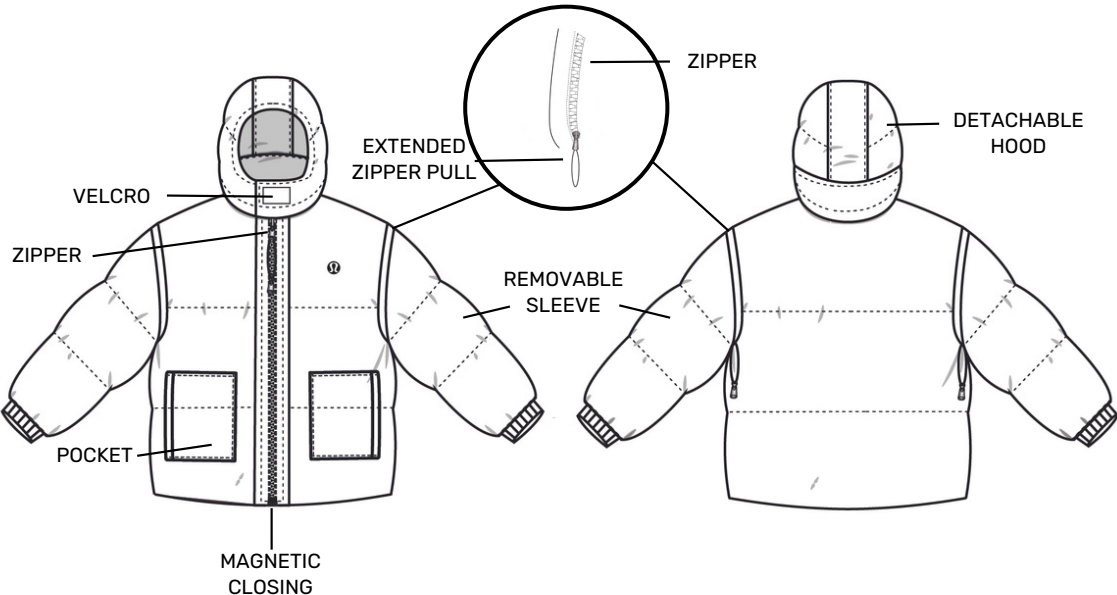

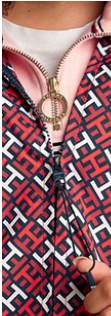

The technical pack gives a **guideline for the production team** to produce the garment **based on a specific standard**.




DATE	19/04/2023	STYLE NAME	SPORTS BRA WITH CUT-OUT	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	SPORTS BRA	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	LUXTREME
				MATERIALS & TRIMMINGS	
					LUXTREME FABRIC
					ZIPPER
					BRA HOOK

DATE	19/04/2023	STYLE NAME	SHIRT TENNIS DRESS	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	DRESS	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	EVERLUX
				MATERIALS & TRIMMINGS	
					EVERLUX FABRIC
					VELCRO

DATE	19/04/2023	STYLE NAME	SPORTS LEGGING WITH ZIPPERS	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	SPORTS LEGGING	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	NULUX
				<div>MATERIALS &amp; TRIMMINGS</div> <div>NULUX FABRIC</div> <div>ZIPPER</div>	

DATE	19/04/2023	STYLE NAME	REVERSIBLE TROUSERS	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	TROUSERS	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	WARPSTREME
				<div>MATERIALS &amp; TRIMMINGS</div> <div>WARPSTREME FABRIC</div> <div>VELCRO</div>	

DATE	19/04/2023	STYLE NAME	MULTIFUNCTION COAT	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	COAT	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	SOFT MATTE
				<div>MATERIALS &amp; TRIMMINGS</div> <div>SOFT MATTE</div> <div>MAGNETIC ZIPPER &amp; ZIPPER PULL</div> <div>VELCRO</div>	

DATE	19/04/2023	STYLE NAME	REVERSIBLE OVERSIZED SUIT	TECHNICAL DESIGNER	GRACIELLA VIOLETTA
SEASON	EARTHY RHODONITE	PRODUCT CATEGORY	SUIT	BRAND LABEL	LULULEMON X UNLIMITED
				FABRIC DETAIL	WARPSTREME
				<div>MATERIALS &amp; TRIMMINGS</div> <div>WARPSTREME FABRIC</div> <div>MAGNETIC BUTTON</div>	





## Key Takeaways: Product Development

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Lululemon X UNLIMITED has **offered an authentic multifunction collection with various product features that make it easy to wear for women with physical impairment.** Moreover, the designs **provide another functionality, making it more valuable and unique, from reversible clothing to detachable garment features like the hood and long sleeves that can be attached or removed.** Based on the design analysis, **the collection could also attract women without a disability and open up the possibility of expanding the target market.**



— 07

# MARKETING



## 7.1 Social Media

### Social Media Guideline

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Based on the management strategy, Lululemon X UNLIMITED **uses Instagram and YouTube as the primary platform** for marketing since the majority of the target market is **Millenials and Generation Z**. Moreover, the brand is **responsible for promoting a new lifestyle, "home exercise after home-working,"** so **the customers are encouraged enough to buy the innovative clothing style, an adaptive-workleisure that focuses on activewear**. The promotion could be in the form of content creation for social media.

# Content Ideas for Instagram

<b>Lululemon X UNLIMITED Collection Photos and Videos</b> ●	<b>Home-Exercising with Lululemon Studio Mirror</b> ●
A photo collage and videos feature Lululemon X UNLIMITED products, from overall looks to details to promote the new collection.	It is a content collaboration that shows disabled women exercising with Lululemon Studio Mirror while wearing Lululemon X UNLIMITED clothing. It could be in the form of a promotional video or photos.
<b>OOTD/Outfit of the Day Challenge</b> ●	<b>The New Lululemon X UNLIMITED Display</b> ●
Since Lululemon X UNLIMITED offers a capsule collection, it would be fun to share the styling ideas from the collection and shows how functional and versatile the collection is, making it suitable for multi-occasion.	The content shows the fun and excitement of the new display of Lululemon X UNLIMITED. It could encourage customers to visit the offline store and let them experience the live-exciting shopping journey of Lululemon X UNLIMITED.
<b>Parenting Tips for Career Women With Disability</b> ●	<b>#BeAuthentic Campaign</b> ●
Since several Lululemon X UNLIMITED customers have entered the family stage, parenting tips are great content to consider. It could share tips on managing time well between working, parenting, and "me time." Moreover, Lululemon X UNLIMITED could invite professional psychologists and social influencers as guest stars to discuss this topic.	#BeAuthentic is the first social media campaign of Lululemon X UNLIMITED. The word "authentic" itself came from the brand's essence. Using a hashtag challenge, customers could share their opinions and experiences about the new brand, including photos or videos of them wearing the new collection. The campaign could give many advantages, such as increasing customer engagement and <b>creating a new community for Lululemon X UNLIMITED.</b>

## Information:

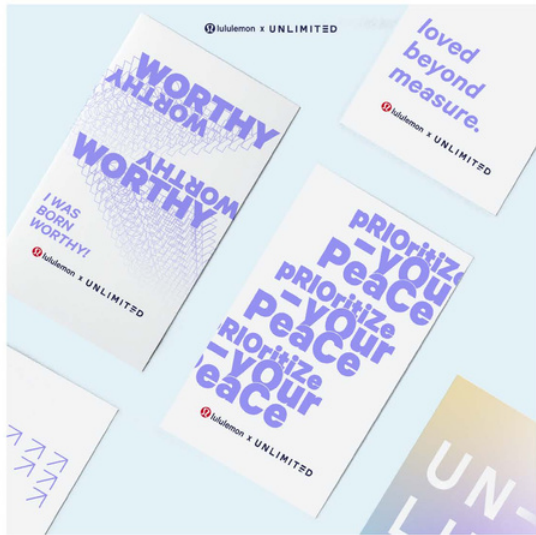
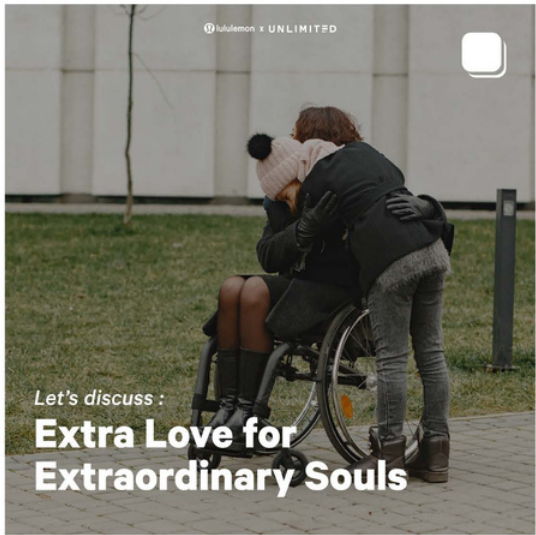
- Instagram Feeds or Reels
- Instagram Live TV

**Lululemon X UNLIMITED uses a variety of Instagram features with different content to expand the audience range. Moreover, the social media campaign will effectively create a community which Lululemon is known for.**



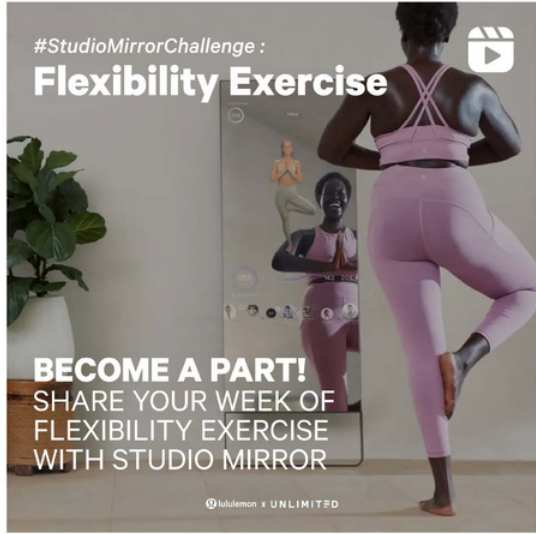
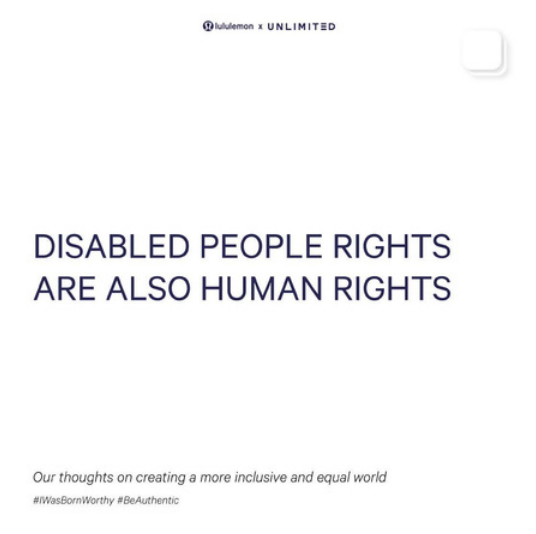
# Instagram Mock-Up

Tips and trick content



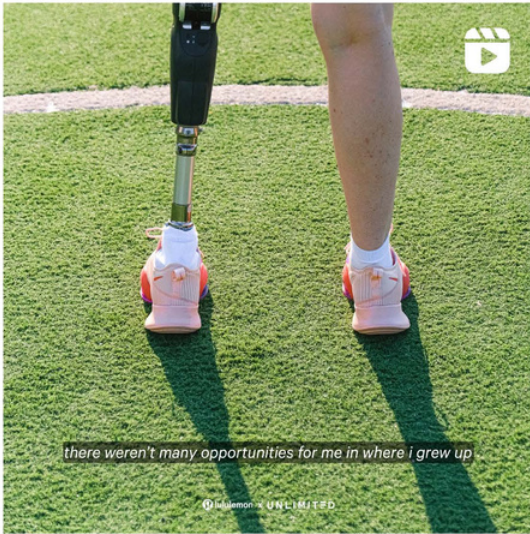
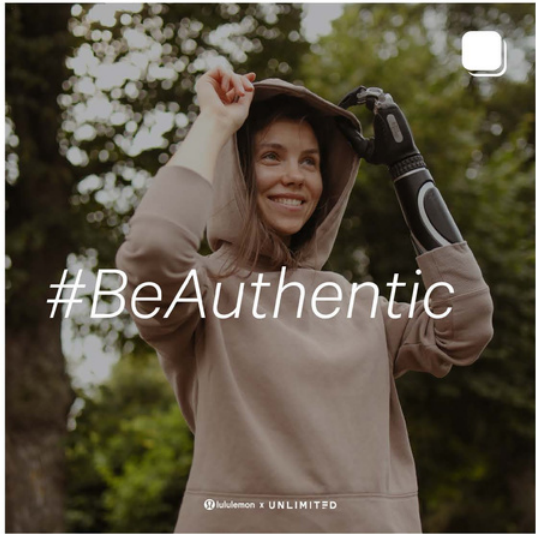
Daily Reminder Content

Awareness Raising Content



Challenge/Interactive Content

Promotional Content



Storytelling Content



# Content Ideas for YouTube

## Home-Workout Challenge

The content shares a range of home-workout activities specially designed for people with a physical impairment to suit their needs. It could collaborate with professional trainers who are experts in creating an accessible-exercise program. This challenge can **help the brand to promote the new lifestyle, "home exercise after home-working."**

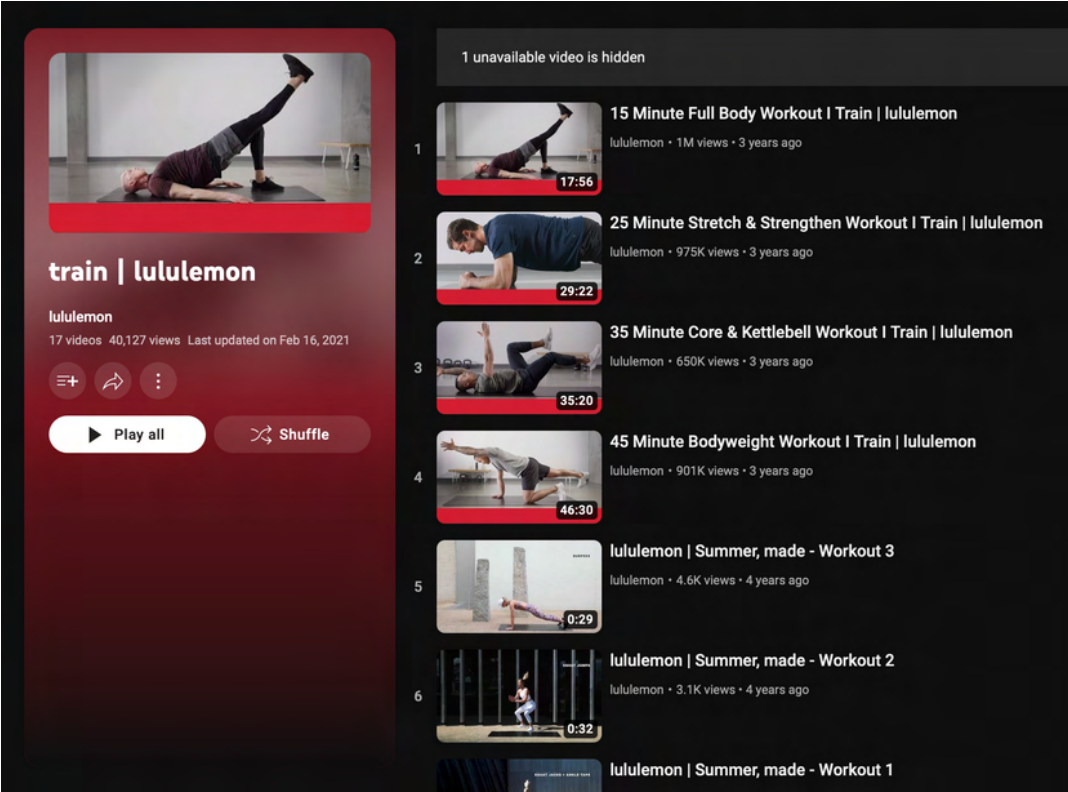


Fig. 42 Lululemon training and exercising videos on YouTube (2023)

## Product Review and Haul

The content shares and review the product of the new Lululemon X UNLIMITED collection, from legging to coat or suit. Moreover, it could create a product haul based on the season, like Winter or Spring, if Lululemon X UNLIMITED launches the next collection and expand the product range.

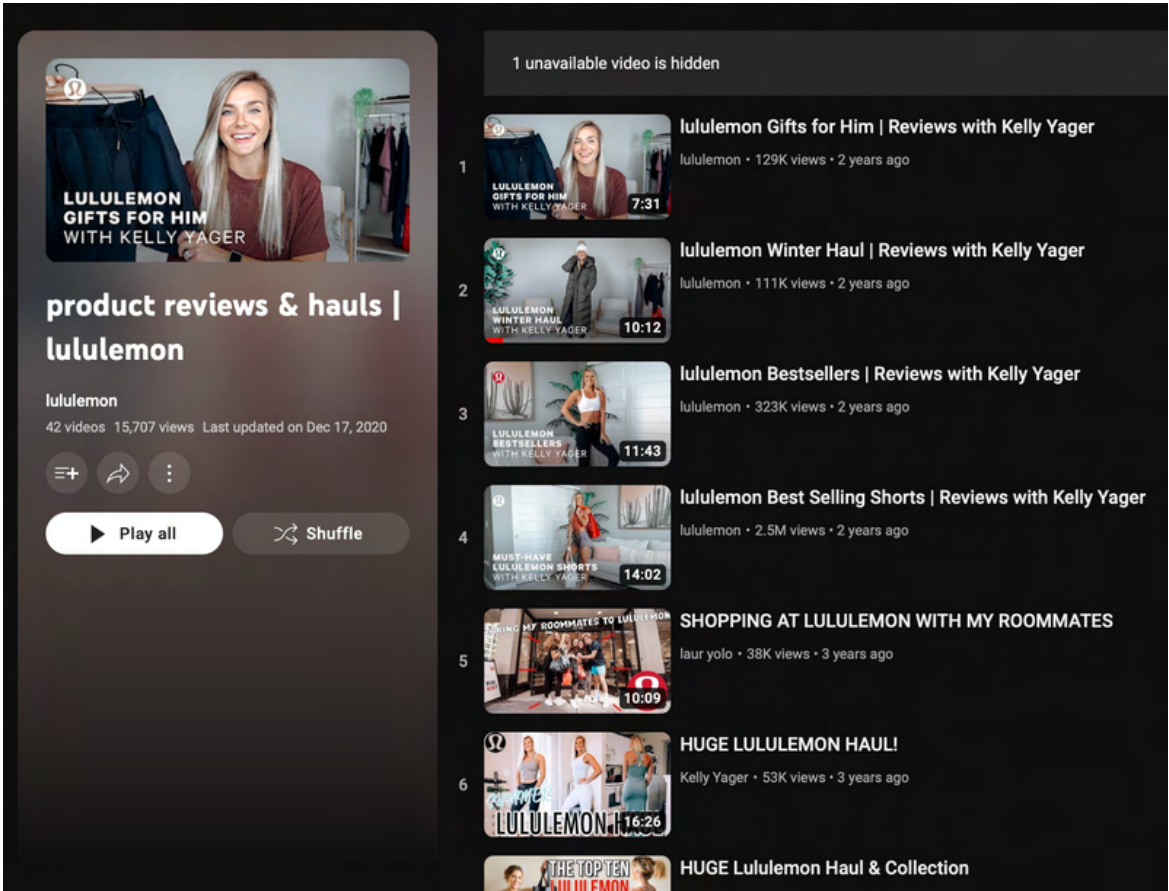


Fig. 43 Lululemon product reviews and hauls videos on YouTube (2023)

## Self Development Series

This series is a content collaboration with disabled women's influencers to share the stories of their struggles with mental health and wellbeing from the disability perspective and how they overcome the struggles and maintain their mental health. Moreover, they could share their journey to becoming their best version and feel confident about it. The stories will be divided into series, each inviting a different influencer.

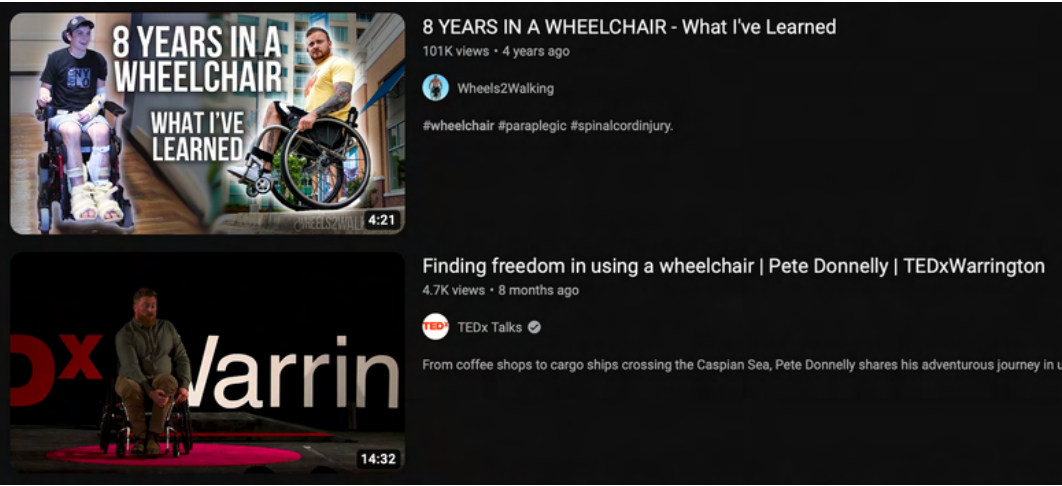


Fig. 44 People in wheelchairs vlogs on YouTube (2023)

Lululemon X UNLIMITED creates a range of YouTube content, from entertaining the audiences with product reviews and haul to encouraging the audience to have a healthy lifestyle through a home-workout challenge. Moreover, the self-development series will allow audiences to maintain mental health and cultivate self-love.



# Brand Ambassadors Candidate

## ANNA SAROL



Fig. 45 Anna Sarol photo on Instagram (2023)

**Anna Sarol (22) is a passionate social influencer, blogger, and gymnast.** She has 43.6k followers on Instagram and 1.46k followers on YouTube. In 2015, she was paralysed from the waist down after falling on uneven bars (Adams, 2019). Today, **she is one of the famous disability advocates and influencers sharing positive content about life behind wheelchairs.**

## DIMITRA KONTOVAS

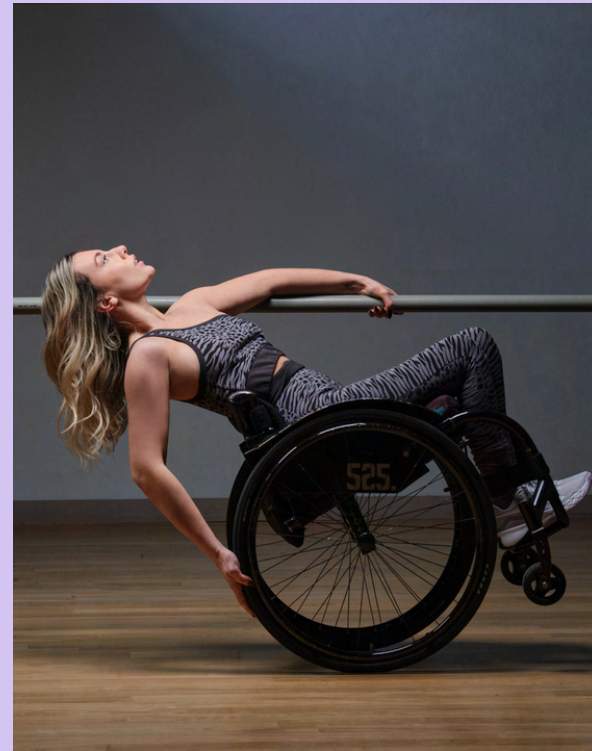


Fig. 46 Dimitra Kontova photo (2023)

**Dimitra Kontova is a social influencer, artist, and inclusion consultant at SKEP,** Association of Social Responsibility for Children and Youth. She suffered physical impairments due to an automobile accident as a child (SKEP, 2023). Today, **she is an activist and influencer partnering with Reebok** (Ashley, 2023). She has 12.3k followers on Instagram.

## JESSICA PING-WILD



Fig. 47 Jessica Ping-Wild photo (2023)

**Jessica Ping-Wild (26 years old) is a writer, speaker, and the founder of her blog, The Rolling Explorer.** She has 106k followers on Instagram and 26.2k subscribers on YouTube. She was born with CHILD Syndrome, a highly uncommon genetic disorder (Ping-Wild, 2019). Today, **she has become a great writer, model, and activist featured in various major media companies, such as Vogue and Billboard** (Ping-Wild, 2019).

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**Based on the social media content planning, Lululemon X UNLIMITED wants to encourage customers to become confident, healthy, and aware of their mental health. Therefore, the three candidates' personalities are aligned with Lululemon X UNLIMITED, which always shares life positivity, perceives a healthy lifestyle, and is aware of mental health through their content. Moreover, they create a massive community with thousands of followers.** 90

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## Key Takeaways: Social Media

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Based on the social media planning, Lululemon X UNLIMITED gives **a comprehensive marketing strategy with different content and social media platforms to engage customers.** Moreover, **through content creation, Lululemon X UNLIMITED shows the authenticity and honesty of the brand to embrace wellness and equality for all women,** which is **the most essential thing in marketing practices.**



## 7.2 Visual Merchandising

### Visual Merchandising As Marketing Strategy

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Based on the management strategy, **Lululemon X UNLIMITED is going to promote the collection in Lululemon's retail stores** in several countries with the most significant market, **including the UK.** Therefore, **visual merchandising or display in stores will significantly impact sales and customer engagement.**

# Visual Merchandising Plan

Although the brand target market is niche which is women with physical impairments or wheelchairs, Lululemon X UNLIMITED **try their best to support variety disabled people through the visual merchandising plan.**

## Lululemon Stores Layout

- Lululemon store must have a clear-large aisle, and the section of Lululemon X UNLIMITED will be in the first section of the store (close to the front door) to give easy access.
- In the stores, there will be no shiny-reflective decorations and fluorescent lights to support customers with autism.
- The lighting must be consistent over the aisle to prevent any fall incidents.
- The floor colour tone must be consistent and provide a contrasting shade to notify any changes in the surface.
- The music in the store must not be loud and noisy, which could distract sensitive customers.
- In front of the store, there must not be stairs, and if there are few steps of stairs, the store must provide a lightweight-portable ramp for people in wheelchairs.
- The changing rooms must be spacious enough for people in wheelchairs, with skimpy clothes hooks, grab rails, and emergency alarm buttons.



Fig. 48 Infront of Lululemon store (2023)



Fig. 49 Inside of Lululemon store (2023)



Fig. 50 Fitting room accessible for wheelchairs (2023)



## Signs and Directions in Lululemon Stores

- In front of the stores, a clear store map will guide customers before going into the store and shopping.
- Also, there is a sign or notification to tell the store situation whether it is crowded or less crowded.
- An arrow sign on the floor directs the customers to the changing rooms. It will be more efficient for customers and not confusing.

## Lululemon Customer Service

- The shop assistant must be aware of disability and have fully accessible-trained. They must learn how to recognise people with different disabilities and pay attention to etiquette in serving customers. Moreover, it is highly recommended that they are deaf-aware.
- A click-and-collect service for Lululemon X UNLIMITED to give customers more shopping options.
- A prompt card or communication card to support deaf customers.
- Lululemon can partner with an accessible payment network like B-Pay to support customers with visual impairment.
- Lululemon can partner with NeateBox, the accessible customer service platform where the platform can create and improve interactions between staff and disabled customers.



Fig. 51 Arrow sign on floor (2023)



## Lululemon X UNLIMITED Display Layout

- The display must be in a spacious area with low displays and large clothing racks to give easy-convenient access for customers in wheelchairs.
- The display uses natural colours to embrace calming-convenient vibes to support people with cognitive impairment.

 lululemon x UNLIMITED Plan-O-Gram

planogram means a visual representation of the product's layout in stores





## Key Takeaways: Visual Merchandising

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Based on the visual merchandising planning, Lululemon X UNLIMITED is **very considerable in developing the desirable store layout and planogram suitable for people with different disabilities.** It also **pays attention to the details, such as store lighting and sign aspects.**

## 7.3 Panel Discussion

### Panel Discussion As Marketing Strategy

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The panel discussion is **one of the effective promotion strategies to create brand recognition** in the society. Moreover, it could be considered **for educational purposes** rather than just for promotions because **it gives new knowledge to the audience**. Therefore, **Lululemon X UNLIMITED created a panel discussion around the inclusivity topic**.



# Panel Discussion

## When?

03 June 2023

## Where?

Conference Room in Lululemon Office

## Time

90 minutes

## Topic

Adaptivewear as the Future of Fashion

## Purpose

To encourage designers and fashion brands to be more inclusive toward disability

## Types of Panel Discussion

Hybrid Panel Discussion  
(live and online in multiple platforms, such as IG Live TV, and YouTube Live)

## Discussion Formats

Q&A formats where the host is given a series of questions for panellists to answer, and there is a Q&A session from the audience at the end.

## Media to Invite

Vogue, Cosmopolitan, The Business of Fashion (Fashion Media company), The Guardian, BBC (News), Cripple Media (Inclusive Media Platform).

## Content/Questions

What are your opinions towards the words "disability"?

What are your journey and struggles of being disabled? How do people see you? (For the influencers)

Do you think there is a lack of representation of disabled people in the fashion industry? Tell me about your knowledge and experiences.

What is the solution to overcome this problem?

What is Adaptivewear?

What are the main features that need to be considered in designing adaptivewear?

What do you think of the Lululemon X UNLIMITED collection?

Do you think that non-disabled people could also wear the adaptivewear collection? Why?

What does Lululemon X UNLIMITED bring to your life and people's life?

How huge is the potential of adaptivewear in the future?

What is your hope for the fashion industry in the future?

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**Lululemon X UNLIMITED chose the topic of "Adaptivewear as the Future of Fashion" because the brand has promised to become the pioneer of "beyond diversity" and encourage many designers to be more inclusive by considering the adaptivewear design approach. Moreover, promoting the Lululemon X UNLIMITED collection in the discussion is essential because this event was held for promotion in the first place.**

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## Panellists



Fig. 52 Mayra Taylor photo (2023)

### **Mayra Taylor**

Senior Product Developer  
of Lululemon

She has worked with Lululemon for 7 years, from a Technical Designer, Technical Developer, to a Senior Product Designer (Linkedin, 2023a).



Fig. 53 Devanshi Mehta photo (2023)

### **Devanshi Mehta**

International Director  
Digital Technology of  
Lululemon

She maintains Lululemon's eight digital sites. She currently leads female primary leaders in her team worldwide (Johnson, 2020).



Fig. 54 Chloe Ball-Hopkins photo (2023)

### **Chloe Ball-Hopkins**

Freelance Journalist,  
Archery Champion

She collaborated with Asos to design an adaptive-waterproof jumpsuit with tie-dye colours (Newbold, 2018).



Fig. 47 Jessica Ping-Wild photo (2023)

### **Jessica Ping-Wild**

Writer, Speaker, Model

She has 106k followers on Instagram and 26.2k subscribers on YouTube. She founded her blog, The Rolling Explorer (Ping-Wild, 2019).



Fig. 55 Victoria Jenkins photo (2022)

### **Victoria Jenkins**

Garment Technologist,  
Inclusive Fashion Designer

She is the fashion designer and owner of her activewear brand, Unhidden (Unhidden, 2023).

By having a range of people that are experts in Lululemon product design and technology, social influencers that support disabilities, and fashion designer that has experience in inclusive design, the panel discussion will work out because these people are professional and have in-depth knowledge about the topic.

## Key Takeaways: Panel Discussion

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Based on the plan, Lululemon X UNLIMITED created **a great panel discussion that is not only for marketing purposes but also contributes to society and educates the local community.** Therefore, **this marketing decision reflects Lululemon's Impact Agenda, which always supports local community.**



— 08

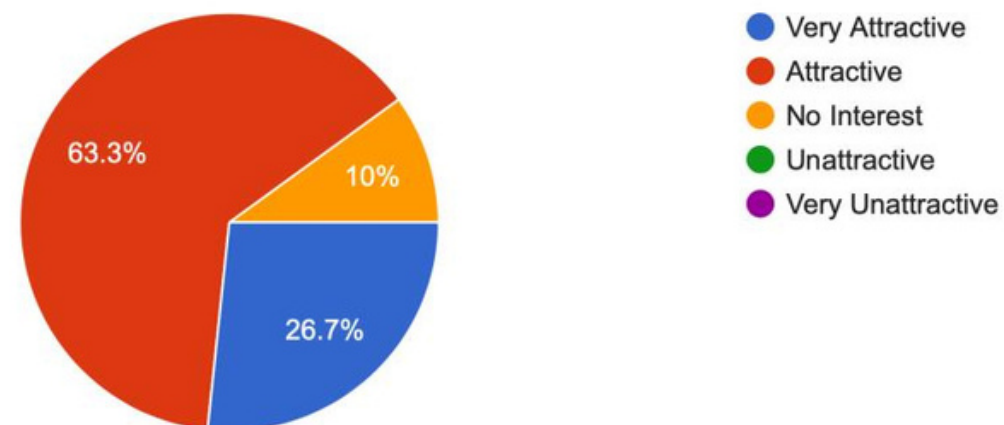
# QUESTIONNAIRE SURVEY

# The Questionnaire Analysis

The majority of respondents are 21-30 years old and most of them have ever bought Lululemon's products at least one time. Although most of individuals are without disabilities, more than a quarter of them has friends/relatives who are disabled (see Appendix F for more research analysis and Appendix D for the questionnaire questions).

## Question About the Logo Design and Story

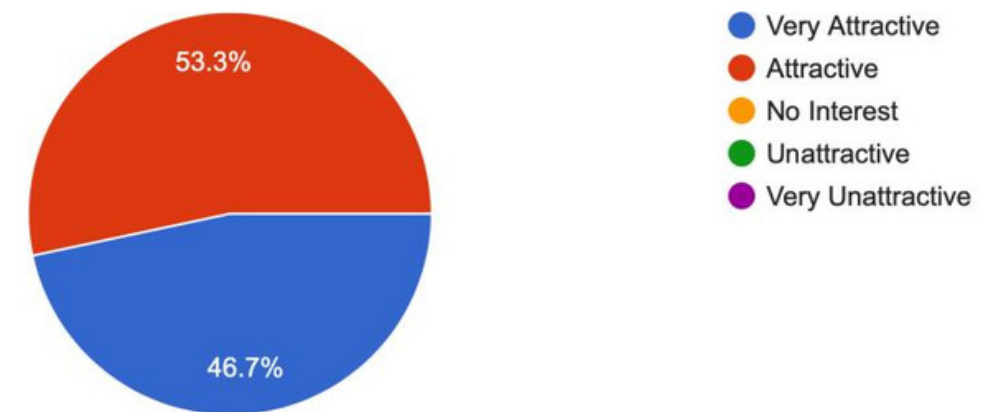
What do you think of the Lululemon X UNLIMITED logo?  
30 responses



More than half of respondents (63.3%) said it is **attractive**, while more than a quarter (26.7%) believe it is **very attractive**. Moreover, the remaining respondents (10%) are **not interested** in the logo.

## Question About the Packaging Design

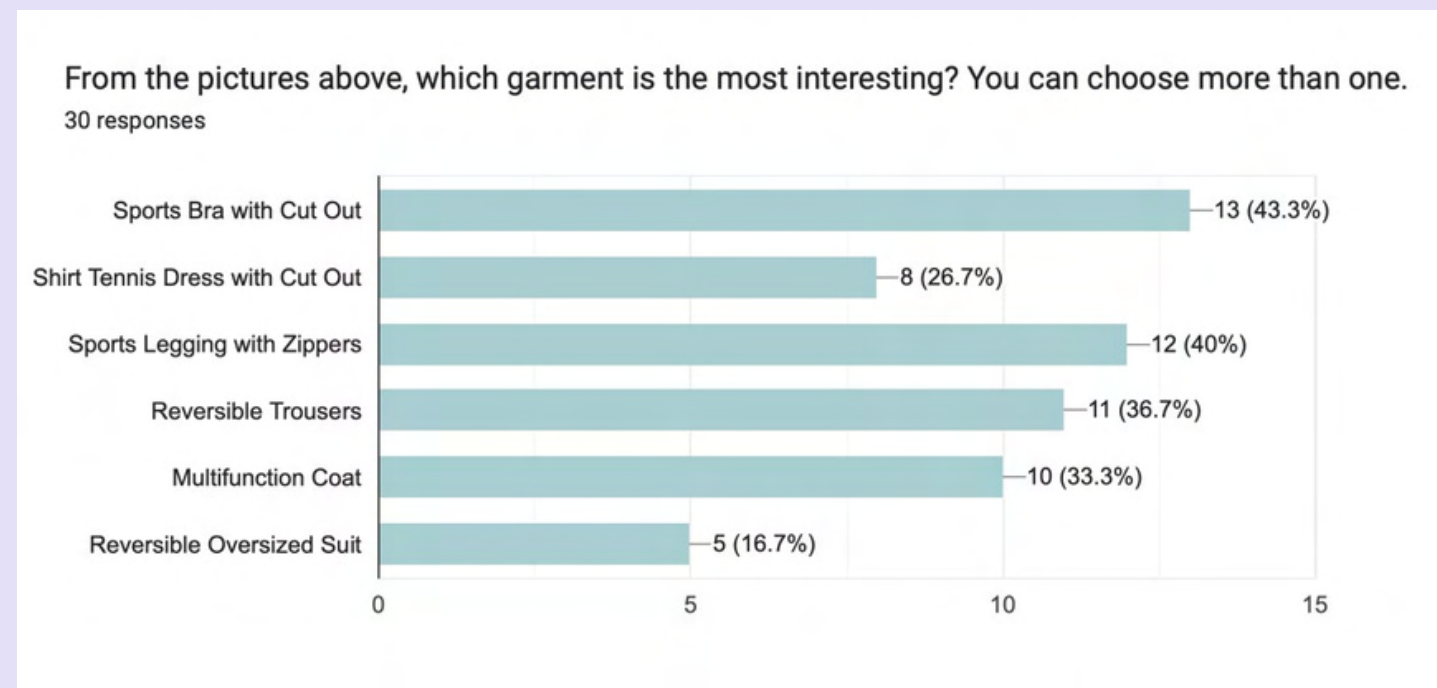
From the pictures above, what do you think of the packaging?  
30 responses



More than half of individuals (53.3%) believe it is **attractive**, and the remaining respondents (46.7%) said the packaging is **very attractive**.

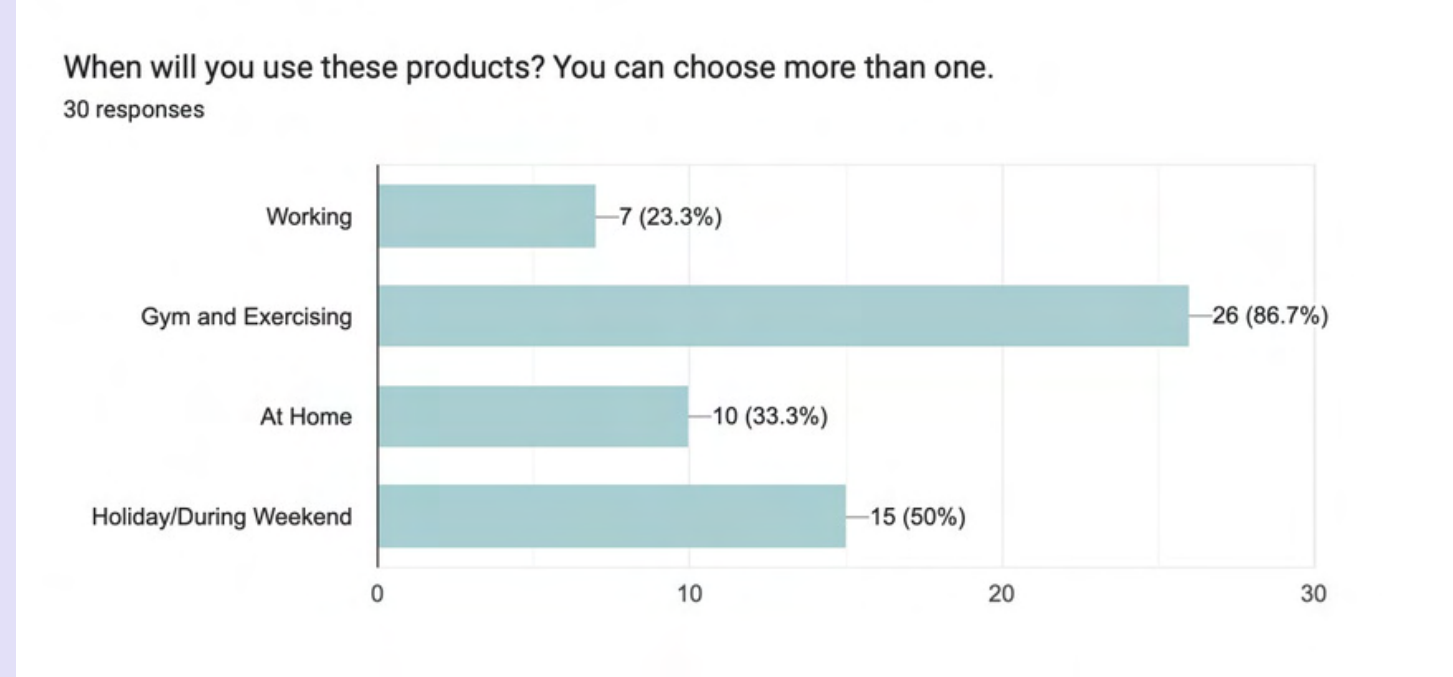


## Question About the Fashion Product



The **most popular product** is the **sports bra with cut-out and sports leggings with zippers**, respectively **13 and 12 people vote**. Moreover, the **reversible oversized suit** has become the **least favourite product**, with only **5 people voting**.

## Question About the Clothing Occasions



**Most respondents** (26 people) believe the collection could be worn **for gym and exercising**, while **others (15 people)** said it could **also be worn for holidays or weekends**. However, **fewer individuals (7 people)** think the collection is suitable **for working**.

**The majority of the individuals agree that Lululemon should offer an adaptivewear collection (see Appendix E for more questionnaire result).**

Yes, I believe Lululemon should offer a collection that is specially designed for people with disabilities. There are many reasons for this.

Firstly, it is important to provide inclusive clothing options for everyone, regardless of their abilities. People with disabilities often face challenges finding clothing that meets their specific needs, whether it's due to mobility issues, sensory sensitivities, or other factors. A specialized collection from Lululemon could help fill this gap and provide more options for those with disabilities.

Secondly, there is a growing demand for adaptive clothing in the fashion industry, and many companies are starting to recognize this. By offering a collection for people with disabilities, Lululemon could show its commitment to inclusivity and diversity, and attract a new customer base.

Lastly, designing clothing for people with disabilities can also have practical benefits for all customers. For example, features such as adjustable waistbands, easy closures, and seamless design can make clothing more comfortable and functional for everyone.

(Respondent 1)

yes, cause people who are disabilities also need be seen as the same with people with no disability where they can use workleisure products.

(Respondent 2)

Yes, because i think there are not many options of active wear for the disables. Also, one of the characteristics Lululemon is the very well designed cutting that makes body shapes beautiful. That characteristic should apply to clothes for disabled as well.

(Respondent 3)

Inclusivity is one of the most important values of Lululemon, so yes! I hope they create something in the future.

(Respondent 4)

Yes of course! People with disabilities are part of our communities and their needs it should take into consideration as the same as other people. On my point of view, businesses and brands needs to collaborate to highlight this group who has a 'special needs' and create something unique for them as well as create something comfortable, functional and stylish for them. And that would be a positive step for building a sustainable and better future.

(Respondent 5)



**The Lululemon X UNLIMITED brand mostly received positive feedback from the focus group** (see Appendix E for more questionnaire result).

Lululemon has collaborated with several other brands in the past, including SoulCycle, APL, and Roden Gray. These collaborations often bring together Lululemon's expertise in activewear and the partner brand's unique style or innovation. In my opinion, successful collaborations require a deep understanding of each brand's values and strengths, a cohesive marketing strategy, and a commitment to delivering something exclusive and innovative to customers.

(Respondent 1)

It's a great collaboration and need to be launch

(Respondent 2)

It's super cool and love the meaning it's unique and nice collaboration it fits with the social trend like diversity,equality,rights!!

(Respondent 3)

The logo and its origin sound attractive

(Respondent 4)

It's simple but looks fashionable and comfortable

(Respondent 5)

Really good quality and chic fitness wear clothing. Always my go to for looking some comfortable apparel.

(Respondent 6)

They look really great and something i would wear

(Respondent 7)

The packaging is very attractive especially the use of gradient colour which is the current trend. The designs of the collection are also multifunctional which help address different needs.

(Respondent 8)

It looks very appealing and I think it would be a good extended line

(Respondent 9)

Very good ideas, very considerate and innovative.

(Respondent 10)

From the descriptions that you provided, I strongly believe that, this collaboration is a positive and impactful step for people who has special needs by rising the awareness to take their needs into consideration.

(Respondent 11)

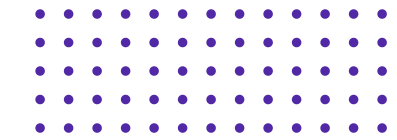
**Choosing the questionnaire method to reach a wide range of people to become respondents and received as much feedback as possible.**

— 09

# **BUSINESS PERFORMANCE EVALUATION**



# What Are the Achievements?



Lululemon X UNLIMITED has a robust, well-developed management and creative strategy.

Lululemon X UNLIMITED successfully determines the unique selling point from the products offered, an efficient-versatile adaptive-workleisure collection to the brand essence, "Authenticity with Confidence."

Lululemon X UNLIMITED offer a deep, meaningful story from the branding, logo philosophy, and product design development.

Lululemon X UNLIMITED offers a comprehensive-modern packaging design that attracts customers to buy.

Lululemon X UNLIMITED offers an authentic multifunction collection that is suitable for disabled women and non-disabled women.

Lululemon X UNLIMITED has various marketing strategies, from social media content and visual merchandising in-store to the panel discussion event.

# Future Developments

Based on the previous interview research, **people with disability would like to buy specially designed clothing based on their specific needs.**

"It would be nice to have the right activewear to suit me personally with my disability I think it, it'll make me feel more comfortable and confident."  
(Interview with Sherine, see Appendix A)

Therefore, **Lululemon X UNLIMITED offer a capsule collection designed especially for the niche market, women with physical impairment and in wheelchairs.** Moreover, it **reflects the branding and marketing strategy.**

## PROBLEM

However, based on the recent questionnaire research, **some people believe it is better not to target only a specific market, women with disability.** It could **potentially cause discrimination against the disabled community.**

Very clever ideas with the products but may cause offence when people with disabilities only  
Have a smaller selection. The word Worthy shouldn't be used on the packaging, as all customers are  
worthy. It may come off as patronising if it is just on this lines packaging.

(Respondent 1)

I think it could be seen as potentially offensive to disabled persons to have a separate line of clothing,  
instead of being incorporated in standard lines

(Respondent 2)

I thing something for everyone would be great , to attract disabled and non disabled . The idea is to make  
everyone feel that they can shop anywhere with no limitation.

(Respondent 3)

## SOLUTION

Lululemon X UNLIMITED **could expand its target market by targeting women without disabilities.**



## THE NEXT ACTION PLAN

Lululemon X UNLIMITED will **stay consistent with the brand's unique selling point, offering the efficient-versatile adaptive-workleisure collection that suitable for women with physical impairment and in wheelchairs.**

Based on the questionnaire research, **women without disability also interested to wear the Lululemon X UNLIMITED collection though it is specially designed for women with disability.**

Really good quality and chic fitness wear clothing. Always my go to for looking some comfortable apparel.

(Respondent 1)

They look really great and something i would wear

(Respondent 2)

**Thus, Lululemon X UNLIMITED must keep innovating new design features that will attract both markets.**

Moreover, Lululemon X UNLIMITED **must set up a different marketing approach by creating a marketing strategy that engages the broader market** rather than just focusing on a specific need. For example, **create a home-workout challenge suitable for disabled and non-disabled women.** In the video, **one fitness instructor leads the general exercise** and **the other instructor** beside him/her **leads the accessible training for the disabled community.**

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# APPENDICES



# Appendix A: Interview Coding from the Research Report

Coding the interview transcript based on the previous research report using NVivo, the software for qualitative data analysis. The first interview was conducted in face to face while the others were in online meeting.

Interviewees List

NAME	Janina	Jennifer	Sherine
AGE	27 years old (Generation Y)	18 years old (Generation Z)	46 years old (Generation X)
ETHNICITY	Germans	Chinese-Indonesian	Egyptians
OCCUPATION (CURRENTLY)	Student	Student	Mother and model in Zebedee Talent Agency
ADDITIONAL INFORMATION			Double amputees on legs
THE REASON AS THE INTERVIEWEE	She perceived a home working-lifestyle.	She loves sports.	She is a disability survivor.

## Coding

Category	Janina	Jennifer	Sherine
<b>Favorite Activewear</b>	"I have active wear. I have I think three or four trousers and I have different T-shirts or tops and also have some sweaters."	"I have a sports bra and then a leggings for daily workout and then I have several short pants for sports. Oh, and a t-shirt as well."	"Hoodies, the sweatshirts or the lycra tops."
<b>Frequency of Wearing Activewear</b>	"So normally I'm doing sports two, three times in a week. So quite often, but right, not now because I'm here. I don't go to the gym, but normally I do that."	"Almost every day I used the short pants at home or doing sports at the sports centers but now when I was in the UK, I only use it like one once a week. Yeah, once a week."	"Once a week."
<b>Motivation Because of Activewear</b>	"Yes, I think so, because when you are feeling comfortable to wear active wear and you are looking good and stuff like that, maybe you want to do a work workout more and then maybe to wear it more."	"I don't think it encourage me to do more exercise because I usually use activewear like daily, even though I don't use it for sports."	"I don't think activewear alone would encourage, I think if I had the encouragement, but it would be nice to have the right activewear to suit me personally with my disability I think it, it'll make me feel more comfortable and confident."
<b>Places to Wear Activewear</b>	"I really like to wear them when I'm at home. So when I'm working from home remotely always wearing this pants, maybe because I don't want to wear jeans or stuff like that. So just the comfort, activewear at home."	"I use only wear the activewear at home or when I do sports."	"In the house, it easy for me to manoeuvre out. When I manoeuvre in the house, it's easier to have on but for out I could just take my daughter. For a school run for instance, or just going shopping, that's quick, easier to just have on."



Category	Janina	Jennifer	Sherine
<b>Activewear Essential Characteristic</b>	<p>"First of all, I'm looking for the material. Then if I liked maybe the color or how it suits me. So when I write on, I want to feel comfortable and it should fit perfectly. So I think in total it's the material, it's the looking and also yeah, maybe some of the patterns too, stuff like that."</p>	<p>"For me, the most important things is the materials and then of course the functionality, the fit as well, and the colors. I usually prefer black colors or dark colors."</p>	<p>"As somebody with a disability, if I was looking for a full outfit, then function, how it functions with me, how easy it is to put on. Because like I said, easier to have the top part, but the bottom part, it's probably difficult. So it needs to be easy for me to put over my prosthetics."</p> <p>""The material needs to be quite flexible and comfortable because even when I'm sitting on the wheelchair, I want to feel that I'm all taint in because that's what you get with activewear. An activewear is that it contains you as well. So I think everything, maybe the color and things like that, that that's just a preference, but that would come last. Color and pattern. Pattern would be last."</p>
<b>Favorite Activewear Materials</b>	<p>"So I like polyester. The sweets is in the clothes. I think it's not feeling like I'm sweating the whole time when I'm wearing this polyester. So it's kind of activewear, because I'm feeling not like I'm so completely wet. So it's quite nice to wear as well."</p>	<p>"I have some of them from cotton polyester, but the the materials that I search and the active wear is of course like a stretchy fabric, so it is more comfortable and then of course the breathable fabric since I use it sometimes to do sports and the soft fabric and moisture waking fabric, so it's absorb our sweat."</p>	<p>"Yes. Anything that is stretchy. So I'm not really sure about exactly every single type of material, but anything that is stretchy so that you can get the shapes that you want in the end, but with the flexibility to get into it."</p>

Category	Janina	Jennifer	Sherine
The Importance of Materials in Activewear (Scale 1-5)	"Five. It's extremely important."	"Five. It is very important for me."	"I say eight."
The Importance of High Craftsmanship in Activewear (Scale 1-5)	"I think it's a three. I think it's important, but not that much important that I will give a four or five. It's in right in the middle. So I think it's important. But there are other issue which are more important than that."	"For me is four."	"Okay. Five. Obviously if it's made well it will last. You don't want it if you stretch it just a little bit more to be able to put it on because you can't turn a certain way. You don't want it to rip. You don't want buttons or the clips or anything falling off. You don't want to because you are somebody who's sitting in a wheelchair for throughout the day to it to wear out in certain places."
Sustainable Product Effect	"So I would like to pay more when it's sustainable, but the problem is it depends what kind of customer you are. So if you like me, a student, you can't afford to buy stuff, which is so expensive. So in this case, as long as I'm a student, maybe I will pay not that much, so not hundred of euro or pounds or stuff like that to buy sustainable stuff. I think in this case I will look more like for stuff I can wear, which I can afford instead of that social."	"I think for me personally, to be honest, I don't think so, but probably if the product is produced in a sustainable way and it attracts me, I will buy it."  "I think I will pay the max that I pay for activewear is 150, so the same 150 pounds."	"Yeah, of course I would be paying if, like I said, I don't have a problem with it. If I'm got all my needs, then I don't see why I shouldn't get it. Yes, I shouldn't pay the same amount."



Category	Janina	Jennifer	Sherine
	"I will pay for a sustainable one more. So when it's hundred and I will pay maybe 120 or 130, I think so, yeah, it really depends if I can afford it, but normally I'm looking for sustainable stuff, so if I see this one, I can afford it, I will buy it directly."		
High Technology Product Effect	"So yeah, I will pay more because I think it's interesting and maybe I can need it, so I will pay the same, the sustainability stuff. So like 120 or 130, and it's the same for me."	"I think I will pay the max that I pay for activewear is 150."	"I rather not pay more, but I guess if it's there and it's going to help me in a way then yes. But personally I would like it to be available to everyone at a cost that everyone can afford."
Inclusive Fashion Product Effect	"I think I would pay more, maybe 150, because I think this one is a very important topic."	"I'd think yes, probably. Maybe around say might think 150 as well. Yeah, 150."	<p>"In general, because people as a whole, the big number of the population have disability. So this should be just an ordinary thing. Just like you go anywhere, any known High Street and you'd just go in there and buy clothing. That should be just around the same line of affordability."</p> <p>"I'd like to see that if the adaptive clothes is going to be a thing on the market, that's obviously to help disabled people, to make them feel that they can be involved and can wear things that are trendy adaptable, easy to use, but should be on price level as affordable."</p>

Category	Janina	Jennifer	Sherine
<b>Activewear Pricing</b> <b>(Using Range, A: 20-100, B: 100-200, C: above 200)</b>	<p>"Okay, okay. So I will pay more. So I would like to say above 200 pounds and then going up, because I got the highest range right now, and then I'm going just up."</p> <p>But it's always, when I think about if I can't afford it and I really want to have this one, I will pay more and if the material is good and stuff like that. So right now I'm not thinking that I'm the student anymore, but so when I'm not a student, I will pay this one in this range because it's really important.</p>	<p>"Twenty to a hundred pounds."</p> <p>"Maybe because I think maybe because I'm still a student and then I don't think more than a hundred pounds will be worth it for me to buy an activewear."</p> <p>"For me, the quality is the most important things, so I would rather pay more for having a better quality than paying less for not good quality, not a good quality."</p>	<p>"I would wish that we can have clothing that is adaptable, functional, and like I said, suit everyone and still be able to pay the normal high street prices like you would with anything else. Because again I think if it's not, it's too expensive, it will stop people. Even if it's around, not everybody will have access to it. Not everybody will be able to get it."</p> <p>"I think A. Because again, like I said, I'd like it to be affordable to everyone. It should be something that is a normal. It should be normal. And within everybody's reach, everybody's budget."</p>
<b>Communities to Involve</b>	<p>"Yeah I would say the wellness healthy community is a quite good one. So just that you are healthy and that you can look after yourself beside your working and stuff like that. So this one is a quite good community."</p>	<p>"I think the most interesting is the women's empowerment community. I always interested in woman empowering, since, I kind of, like, a confident and then looking elegant yet like have powers in the silhouette and yeah. I think as a fashion designer students, I've been always putting women empowerment value in my collections most of the time."</p>	<p>"Something that would involve everything and everyone. I can't help to just think on a very, very personal level for me, like I said, disability because if we say just a woman's community, but then there you have disabled men that need the activewear or the adaptivewear or things like that."</p>



Category	Janina	Jennifer	Sherine
<b>Hope for the Fashion Industry</b>	<p>"For me, it's more the way it, it's will be produced. So it's often that when you hear that different countries are producing something to where all of the workers are not in the best conditions. So I think this one should be the first one. You have to improve that you can produce your stuff in a good way that no one is not good paid or stuff like that. I think that's what is the important one you have to think about."</p>	<p>" I think in the terms of fabric, because sometimes I often see the fabrics as not as what they stated. For example they stated that the fabric will absorb the sweat, but actually it doesn't work what they stated properly."</p>	<p>"They need to recognize that there are disabled people that use their clothing and you actually do use it."</p> <p>"Once they get that idea, then they will work towards it, but they're only looking into one direction. And that is athletic people. I don't like to use the word normal because what is normal, but people without disabilities ignoring that their cells, part of it is, has got included people with disability, but they just don't, they don't advertise it, they don't work towards it. And there's a bit of discrimination in that sense."</p> <p>"But if they realize that a lot of their intakes include people with disability and yes, people with disability do still use our products and wear our clothing and whatever, then they should include them in the making, the thinking, the involvement, and the advertising."</p>
<b>Frequency of Wearing Work Attire</b>	<p>"So suits and skirts. I wear them never at work because I'm working from home so remotely so I don't have to wear it and I'm working in the agency, so it's like not that classy one. You are more comfortable, you wear more comfortable clothes. Because we are agency, which is not that strict, so most, mostly I'm just working in T-shirts and trousers and stuff like that. So more comfortable clothes."</p>	<p>"Well, I often use work attire like you said, suits, skirts, shirts and trousers, but it's not for working. I use it for a daily activity."</p> <p>"Yeah, two times a week, two or three times a week. It depends on where am I going to or what activity."</p>	<p>"All the time. I, I wear this for work or out of work. Maybe not so much suits, but just shorts. Like shirts, trousers, blouses, things like that."</p>

Category	Janina	Jennifer	Sherine
Formality in Workplace	"No, it's not important."	"Yes, especially in the office."	"For me it's very important. And again, not just work, it's away from work. Just in general. It is important for me."
Work Attire Essential Characteristic	"For all of them (referred to fit, functionality, materials, colour and pattern). I think all of them is very important when I wear it."	"For me, the first one is the fit, and then materials also important, the styles as well, and the color. I don't really see about the pattern because mostly I will buy the simple garment without any pattern."	<p>"Again, everything. Everything but maybe one. The fit, the comfort, how it functions, how easy it is to put on and how to get the end result that I really want."</p> <p>"The colors, again, because if you ask me it's with me, it's dark colors always where someone else might like bright colors. I like to leave the color right at the end."</p>
The Importance of Materials in Work Attire (Scale 1-5)	"For me it it's a four."	"Four, because I think if you pay more for the craftsmanship to do work attire, it'll shows on your garment, the quality. You can see the quality of a garment from the craftsmanship because as I stated before formality and neatness is important, so yeah, it's four."	"Five again."



Category	Janina	Jennifer	Sherine
<b>Wearing Activewear in Workplace</b>	<p>"I think it really depends on where you are working. So for me it's allowed and it's fine. I can wear it because I'm working in a marketing office, but if you learn more working in a strict agency or maybe your lawyer, stuff like that, you can't wear it."</p> <p>"So for me, there is no disadvantage. Disadvantage, but maybe when you are working in another place or another work and someone's see you with a active sport, someone will say maybe that it's not the right thing to wear at the specific work you're doing. So maybe it's not looking something you have to wear. So it's more looking like it's for free time and it's not allowed to wear at your work."</p>	<p>"I think depends on your working place. Maybe if you work on, I mean in the creative industry, I think you can put on. I think depends on your working place. Maybe if you work in the fashion industry or creative industry, you are allowed to use a tracksuit. I often see people in the creative industry using those, using those kind of attire. But maybe if you are working in a big company or in the office, maybe like a finance or business management or something like that, I think it's not suitable for you to wear an activewear."</p> <p>"I think if you wear an active wear in the office, I will not look professional and tidy. Yeah, you will not look like professional and tidy and presentable."</p>	<p>"I think depends on your working place. Maybe if you work on, I mean in the creative industry, I think you can put on. I think depends on your working place. Maybe if you work in the fashion industry or creative industry, you are allowed to use a tracksuit. I often see people in the creative industry using those, using those kind of attire. But maybe if you are working in a big company or in the office, maybe like a finance or business management or something like that, I think it's not suitable for you to wear an activewear."</p> <p>"If you are face-to-face dealing with people at work, then yes. But like I said, if you are behind the scenes, then maybe sometimes it can be just a relief comfort to ease your day throughout the work."</p> <p>"And that's why I said it depends exactly what you're doing and where you are."</p>

Category	Janina	Jennifer	Sherine
Hope for Work Attire Industry	"It needs to be improved that they have to wear at home. Maybe more comfortable clothes."	"Maybe the style, because I often see there's a variety of colors, but there's not enough variety of style."	<p>"Exactly the same as what I said. And again, they do need to recognize. Because again people with disabilities, whether it is visible, invisible, we do go out there. We do purchase the clothes, we do purchase the items that there are out there. So, to have this involvement to be recognized, it's important."</p> <p>"So maybe in the physical store, the service must be welcome. Not only people with non disability, but also for the disabled community."</p> <p>"Because like I said, we are paying, buying these things, yet it's not not recognized. So the customers are not only able-bodied people. And that is across the whole of the, in fashion industry, whether we're talking about designers or whether we're talking about just ordinary high street clothing, we are part of the community. We are part of the liberal, we're part the world. So we dress, we eat, we drink exactly in the same way. So if you're going to aim your part of the income is coming from these people. Mm- Hmm. Why separate them then? Why not involve them?"</p>



Category	Sherine
<b>Adaptivewear Design Guideline</b>	<p data-bbox="593 287 3068 380">"Obviously when we are talking about disabilities, the disabilities come in different varieties and different kinds. So with me I'm a double amputee and I wear prosthetics. So for me the bottoms always is what I have problems with."</p> <p data-bbox="859 446 2785 489">"The bottom part of the wear because this is the most difficult to get right and or to have easy to put on."</p> <p data-bbox="603 562 3052 652">"It would be nice to have the right activewear to suit me personally with my disability I think it, it'll make me feel more comfortable and confident."</p> <p data-bbox="559 711 3145 853">"I can wear just what is out there, but I think with small adaptations to it, it will just make it more would make me want to go for it more because it is just going to be easier for me in regards to comfort and how it's worn, how easy it is to put on, how it would look as well. Because being disabled doesn't mean that we don't want to go with the trend or we don't want to wear what's new, what's trendy, what fits nicely."</p> <p data-bbox="566 960 3135 1050">"As somebody with a disability, if I was looking for a full outfit, then function, how it functions with me, how easy it is to put on. Because like I said, easier to have the top part, but the bottom part, it's probably difficult. So it needs to be easy for me to put over my prosthetics."</p> <p data-bbox="613 1108 3168 1251">"The material needs to be quite flexible and comfortable because even when I'm sitting on the wheelchair, I want to feel that I'm all taint in because that's what you get with activewear. An activewear is that it contains you as well. So I think everything, maybe the color and things like that, that that's just a preference, but that would come last. Color and pattern. Pattern would be last."</p> <p data-bbox="1019 1309 2675 1352">"The most important are how functional it is, how easy it is to actually put on and comfort."</p> <p data-bbox="549 1407 3135 1600">"If we're talking about disability there's different types. So people might have problems with the hands. So they probably would require things that are easy to put on, whether it's magnetic buttons or an easier zipper to put on where, whereas with me, it'll be mostly the bottom to actually put it on a prosthetic. So a leg that doesn't move, they can't bent the foot to adjust to it. So I need it to be accessed. And for me, again, that that's not only doesn't fall on just activewear it all type of wear to have that ease of use and ease to put on."</p>

Category	Sherine
	<p data-bbox="559 309 2898 352">"For instance if we're talking about leggings or if we're talking about jeans or if we're talking about normal trousers."</p> <p data-bbox="559 431 3132 572">"To get something that's quite trendy and with what's out there that's fashionable. You've got the slim fitting things and you get that mostly with leggings and activewear. So having the stretchiness or zippers, hidden zippers that can actually be open from the bottom to make easy, easy on, I think this is really important."</p> <p data-bbox="559 628 3132 722">"As it's important as well, discretion, meaning you, you've got that flexibility yet. Mm-Hmm. That once you are done, it doesn't look like there's anything specially done because we're not trying to differentiate between an ordinary person or a person with a disability."</p> <p data-bbox="559 778 3132 872">"So I'm not really sure about exactly every single type of material, but anything that is stretchy so that you can get the shapes that you want in the end, but with the flexibility to get into it."</p> <p data-bbox="559 928 3132 1022">"You might have people who sitting on wheelchairs or they can't stand up all the time or their mobility is limited. So you find that in itself you need something that will draw the moisture without them getting very hot and uncomfortable."</p> <p data-bbox="559 1078 3132 1172">"I would wish that we can have clothing that is adaptable, functional, and like I said, suit everyone and still be able to pay the normal high street prices like you would with anything else."</p> <p data-bbox="559 1228 3132 1369">"Because we are talking about something that is going to be used slightly different with different people, different ways it's going to be used differently in the sense, I don't know how to explain it, but you don't want it if you stretch it just a little bit more to be able to put it on because you can't turn a certain way. You don't want it to rip."</p> <p data-bbox="559 1425 3132 1519">"You don't want buttons or the clips or anything falling off. You don't want to because you are somebody who's sitting in a wheelchair for throughout the day to it to wear out in certain places."</p>



## Appendix B: The Interview Analysis

### Activewear

- Most of them wear activewear at home or when they want to exercise.
- Activewear could motivate the body to exercise if it has a great fit and brings comfort, leading to confidence.
- The most critical aspects of activewear are materials and functionality. Material choices could be defined as how a good fit leads to comfort. The functionality in activewear is essential for most people with physical impairment or in a wheelchair.
- Most of them like to wear polyester because it is a moisture-wicking fabric with high flexibility.
- Respondents without disabilities consider materials as the essential aspects of activewear, while high-craftmanship is not really necessary. However, the respondent with a disability believes that materials and high-craftmanship in activewear are crucial because they notice the product details, such as the button falling or the garment getting ripped.
- All respondents are willing to pay more for a sustainable activewear product if the price is still affordable. They are also interested in high-technology activewear when it could offer what they need.
- Respondents without disability think fashion brands that featured inclusivity is exciting. They prefer to purchase a product from the inclusive brand, although the price might be higher than the non-inclusive brand. However, respondent with a disability sees that all fashion brands must be inclusive and becomes a necessity.
- Most of them prefer to buy activewear with the lowest price, but if it comes to material considerations, they are willing to pay more for high-quality activewear.
- Respondents without disability suggested the wellbeing and empowerment community for a fashion brand to offer, while respondent with a disability wants a community that involves everyone.
- Most respondents are aware of current issues in the fashion industry, such as labour slavery and inclusivity. Based on their opinion, they want fashion brands to be more aware of this issue.

## Work Attire









- Most respondents like to wear comfortable work attire for working and daily, like trousers, shirts, and suits, and most think that formality in working is essential.
- The essential thing in work attire is the same with activewear. Mostly, it is about fit, materials, and comfort, while colours and patterns become the least important. A respondent with a disability also thinks about the functionality of the garment.
- All of the respondents pay attention to the high-craftmanship in work attire, while it is different with activewear which most of them do not aware of it.
- The acceptance of wearing activewear for work depends on the working places or industries. Respondents believe it is unsuitable to wear activewear if it is a huge business company, like finance. However, if it is in the creative industry, it would be suitable to wear activewear for work.
- Respondents without disabilities hope there is an innovation in materials and style to enhance comfort and fashion. On the other hand, the respondent with a disability is more aware of the social issue that the work attire brand must recognise people with disability.



### **Adaptivewear ( only from the respondent with disability)**

- A respondent with leg amputees finds it challenging to find the right bottom part of clothing because sometimes she wears leg prosthetics, making the clothing very hard to wear.
- Disability comes in different kinds, and it is essential to design adaptivewear suitable for specific disability needs.
- The respondent mentioned that she would likely buy adaptivewear that offers efficiency, even if the clothing only offers slight differences from the general clothing. Also, she would like to see style innovation in adaptivewear.
- The most critical aspects of adaptivewear are materials, functionality, and craftsmanship. The materials should have a high level of flexibility and absorbance. The functionality should be defined as how easy the garment is to wear by considering the product features. The high craftsmanship in activewear means the increased durability of the garment, such as the button not falling or the garment not easily getting ripped.
- People with problems with their hands are looking for adaptivewear with magnetic buttons and zippers, while people with leg amputees are concerned about the bottom of clothing. They would like pants that are easy to put on the prosthetics, allow the leg not to move, and are easy to adjust the bent foot.
- The most essential aspect of the pant is the hidden zipper that can be opened from the bottom part.
- The respondent believes adaptivewear should be suitable for everyone and ideal for people without disabilities. Moreover, it is affordable for everyone to buy.
- The high level of functionality in adaptive clothing could offer efficiency.

# Appendix C: Direct Competitors Analysis from Other Brands

Brand	Price	Unique Selling Point	Product	Own Website	Marketing Scope	Achievement
 <small>Fig. 56 Hisi Studio logo (2023)</small>	(unknown)	<ul style="list-style-type: none"><li>The collection is inspired by African culture and very stylish (Jackson, 2022).</li><li>Utilise the braille code as the detail of the clothing.</li><li>Accommodate women with visual impairment (Jackson, 2022).</li></ul>	14 items Ⓜ			<ul style="list-style-type: none"><li>Huge media company has featured Hisi Studio, such as Teen Vogue (Jackson, 2022).</li></ul>
 <small>Fig. 57 Von Ruz logo (2023)</small>	£70,5-£154	<ul style="list-style-type: none"><li>The collection is stylish, well-detailed, and with high craftsmanship.</li><li>Offering basic features, such as magnetic zipper.</li><li>Suitable for women with autism spectrum (Von Ruz, 2023).</li></ul>	11 items Ⓜ			<ul style="list-style-type: none"><li>The brand has been featured in many huge media companies, including Cosmopolitan and Glamour UK. (Von Ruz, 2023).</li></ul>
 <small>Fig. 58 Unhidden logo (2023)</small>	£30-£90	<ul style="list-style-type: none"><li>The collection focuses on formal-simplicity clothing and is made from high-quality fabrics.</li><li>Accommodate people who experience chronic health conditions (Unhidden, 2023).</li></ul>	13 items Ⓜ Ⓜ			<ul style="list-style-type: none"><li>The brand has participated in London Fashion Week 2023 (Unhidden, 2023).</li><li>Major media companies have featured the brand, including BBC, Vogue Business, and Metro (Unhidden, 2023).</li></ul>



**Symbol Information:**



focused on casual to formal outfit



focused on formal work attire



focused on ready to wear couture



men collection



women collection



kids collection



4 social media platforms or above



less than 4 social media platforms

## Key Takeaways

Based on the table, **most adaptive brands focusing on ready-to-wear couture lack marketing scope** and less than four social media platforms. Moreover, from the design consideration, they **only provide fundamental features of activewear though the brand offers a high level of craftsmanship.**

**Unhidden offers high-quality fabric and a simple design, which is the same as Lululemon X UNLIMITED.** However, **Unhidden does not produce its materials**, so the brand **does not provide innovative-sustainable materials** like Lululemon X UNLIMITED did. Moreover, from the design consideration, Unhidden **provides more formal clothing primarily suitable for work, which differs from Lululemon X UNLIMITED.**

## Appendix D: Questionnaire Introduction and Questions for Survey

### Introduction



### **The Brand Extension for Lululemon: Lululemon X UNLIMITED**

Lululemon X UNLIMITED is an adaptive-workleisure brand that focused on activewear silhouette, design specially for women with physical impairment and in wheelchairs.

The questionnaire consists of 13 questions with mostly multiple choices. This research aims to test the product, packaging, and branding of Lululemon X UNLIMITED and gathers people's opinions about the new brand.

The data will be handled according to The Data Protection Act 2018, the General Data Protection Regulation in the United Kingdom (Data Protection, 2011)



## Questions

Your Full Name \*

Your answer

---

How old are you? \*

- ☐ 10-20 years old
- ☐ 21-30 years old
- ☐ 31-40 years old
- ☐ 41-50 years old
- ☐ > 50 years old

What is your occupation? \*

- ☐ Student
- ☐ Lululemon's Employee
- ☐ Working in Marketing Industry
- ☐ Model
- ☐ Fitness Instructor
- ☐ Other: 

---

Where are you from? \*

- ☐ United Kingdom
- ☐ Asia
- ☐ United States
- ☐ Europe (excluding UK)
- ☐ Australia and New Zealand
- ☐ Other: 

---

How often do you buy Lululemon's products? \*

- ☐ Oftenly
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

Do you consider yourself to be disabled? \*

- ☐ Yes
- ☐ No



Do you have friends/relatives with disabilities? \*

- ☐ Yes
- ☐ No

What do you think of the Lululemon X UNLIMITED logo? \*



logo meaning

**UNLIMITED** means not limited or constrained in terms of number, amount, or scope (Oxford, 2023).

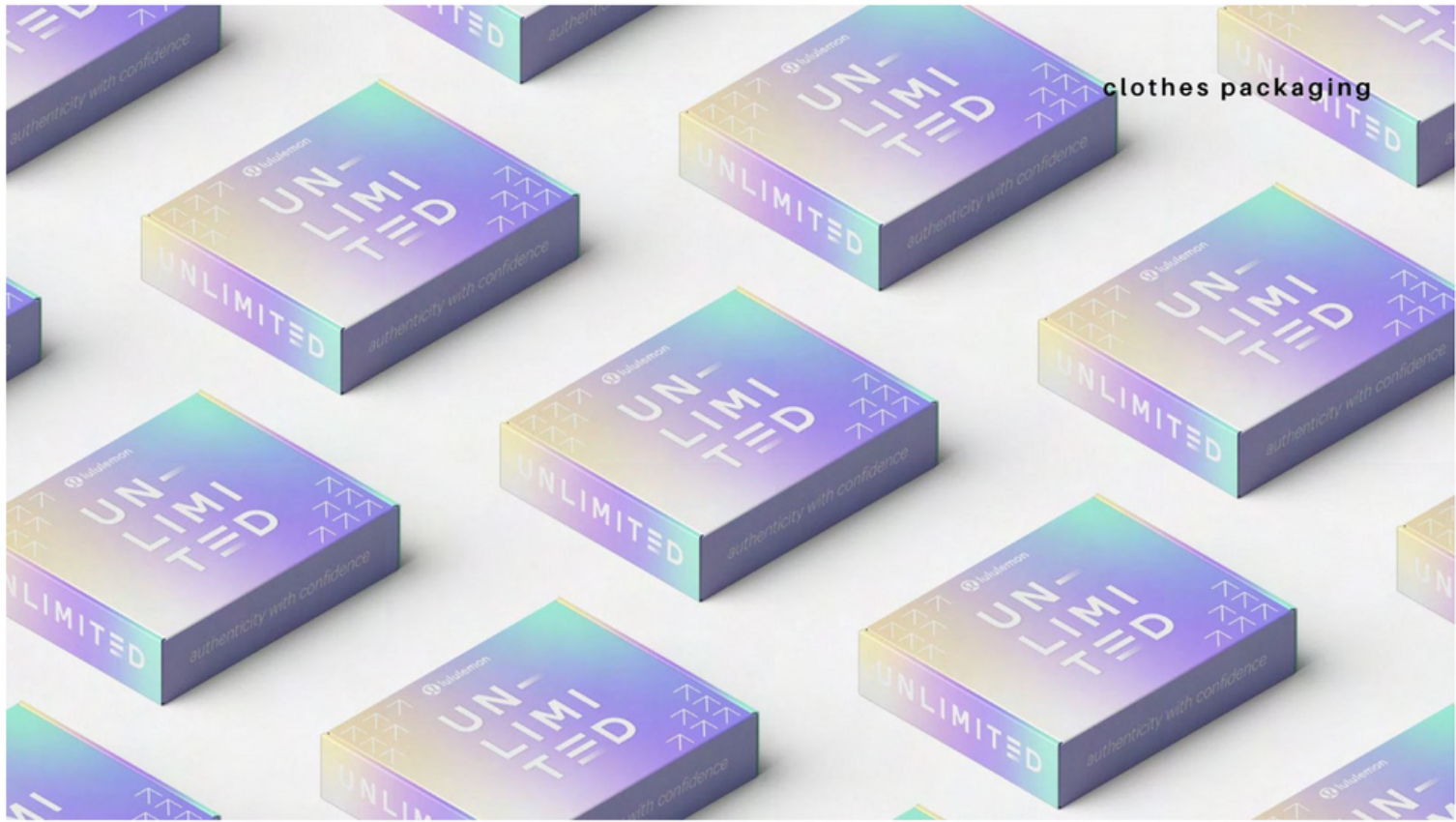
The new brand extension is called "UNLIMITED" because the brand wants to ensure that the customers feel **confident** and able to do **something beyond their limits** despite their physical disability.

≡ symbol consists of three lines. The two lines above define **equality**, and the below line represents a **movement** that identically describes sports.

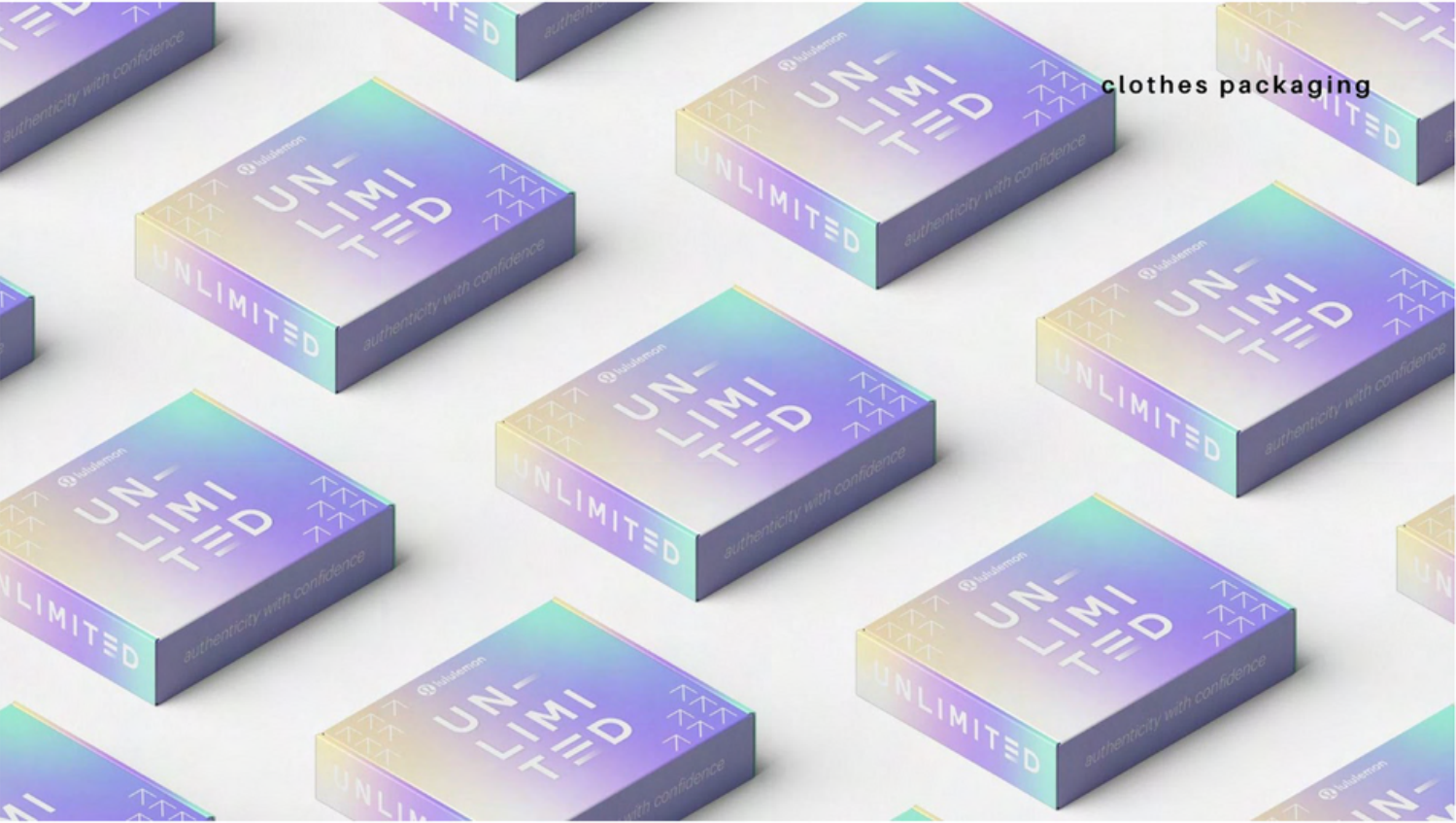
The brand's primary colour is **bright purple**, representing **justice, equality, and power**.

- ☐ Very Attractive
- ☐ Attractive
- ☐ No Interest
- ☐ Unattractive
- ☐ Very Unattractive

What do you think of the packaging?







clothes packaging



tote bag



box packaging



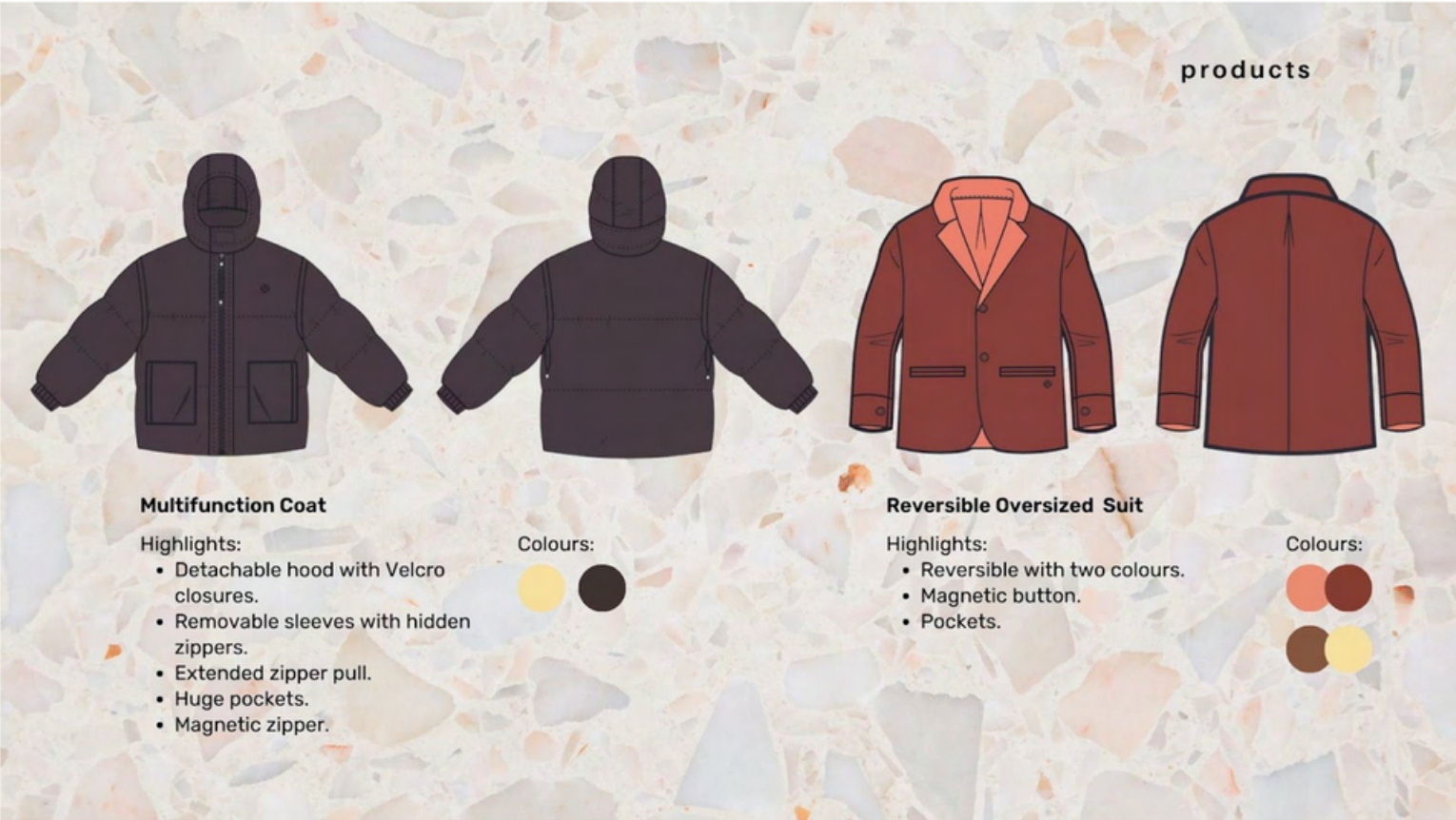
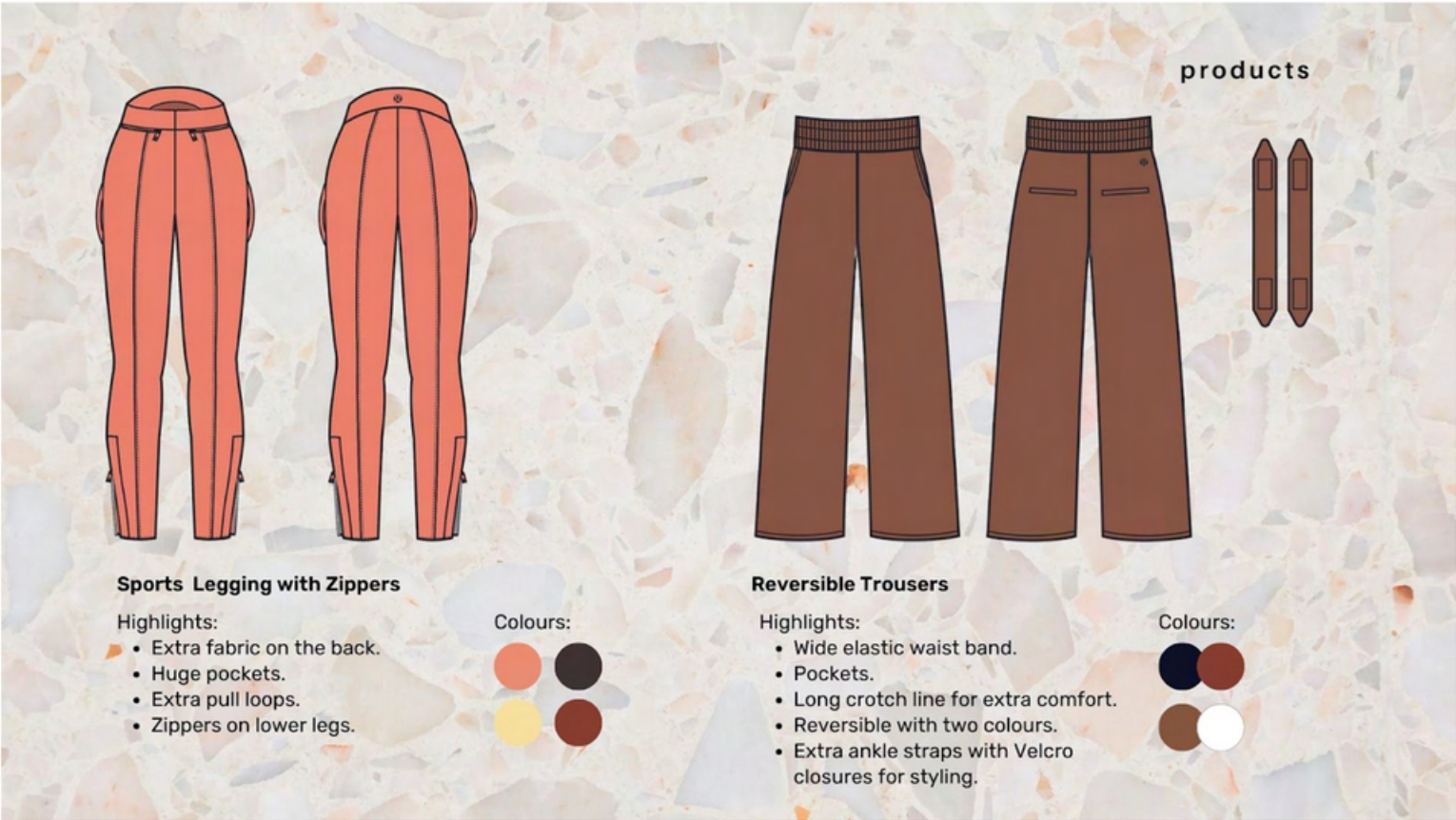
gift cards



From the pictures above, what do you think of the packaging? \*

- ☐ Very Attractive
- ☐ Attractive
- ☐ No Interest
- ☐ Unattractive
- ☐ Very Unattractive

Which garment is the most interesting?





From the pictures above, which garment is the most interesting? You can choose \* more than one.

- ☐ Sports Bra with Cut Out
- ☐ Shirt Tennis Dress with Cut Out
- ☐ Sports Legging with Zippers
- ☐ Reversible Trousers
- ☐ Multifunction Coat
- ☐ Reversible Oversized Suit

When will you use these products? You can choose more than one. \*

- ☐ Working
- ☐ Gym and Exercising
- ☐ At Home
- ☐ Holiday/During Weekend

Do you think Lululemon should offer a collection that is specially designed for \* people with disabilities? Why?

Your answer 

---

What are your opinions about the Lululemon X UNLIMITED brand? \*

Your answer 

---

# Appendix E: Questionnaire Result from the Google Forms

Your Full Name

30 responses

Sidharta

Hasan

Susan

Anti Psalti

anastasia rebecca

Jennifer P H Lim

Vaishnavi patel

Hyemin Je

Elise Chia

Vanessa Letitia Shinyang

Michelle Laurentia

Yukiko Kako

Angelia

Theodore Gerardo

Pimchaya Jankhod

Helena child

Olivia Whittingham

Hilary Niederhaus

Asna Qamar

Yiyao Yan

Doune Bellhouse

Laura velasco

Sadie Duong

Caroline Byczynski

Georgina

Rebecca

Sherine Khalil

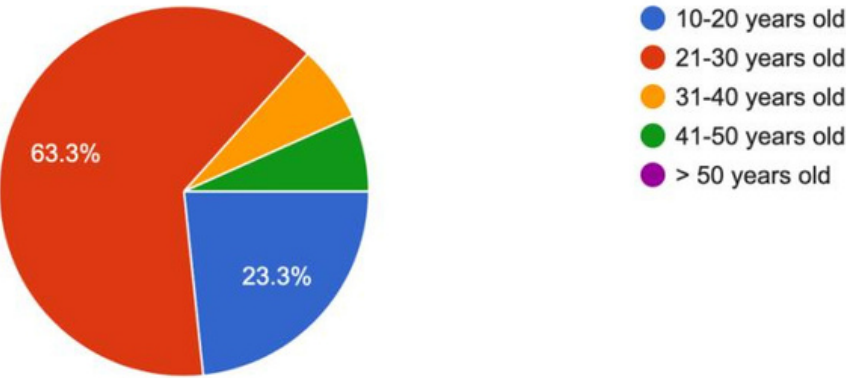
Razan Ibrahim

goutama

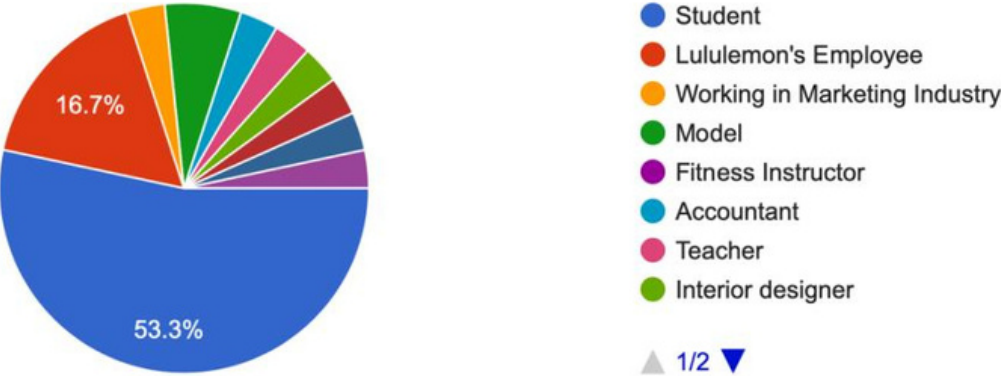
Christina Lee



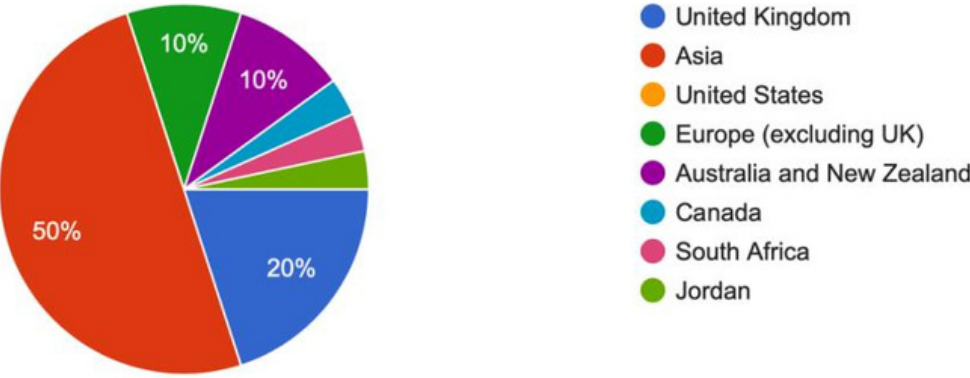
How old are you?  
30 responses



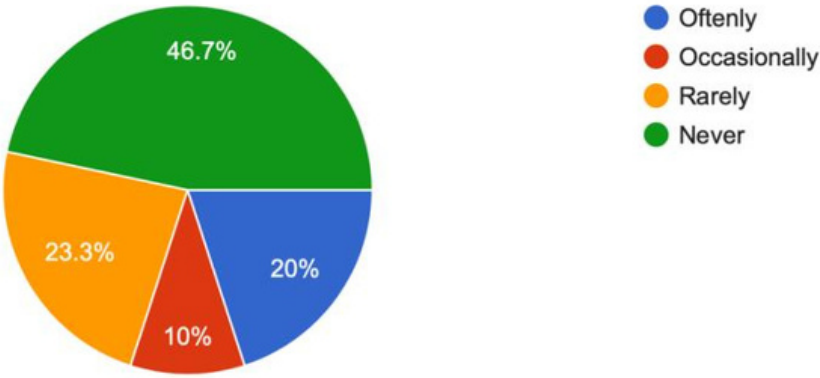
What is your occupation?  
30 responses



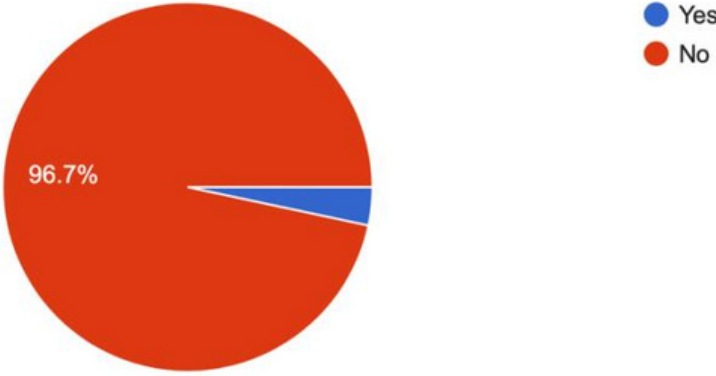
Where are you from?  
30 responses



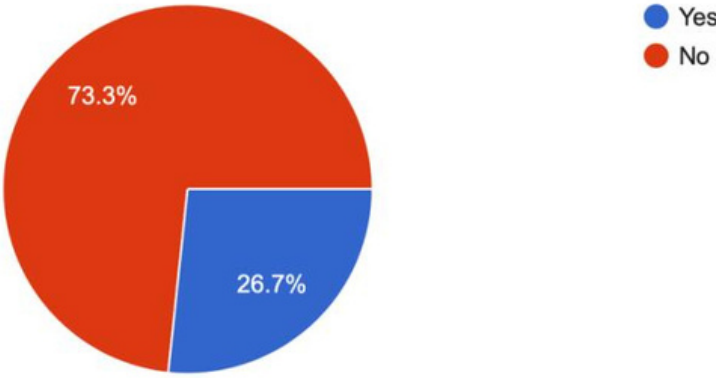
How often do you buy Lululemon's products?  
30 responses



Do you consider yourself to be disabled?  
30 responses

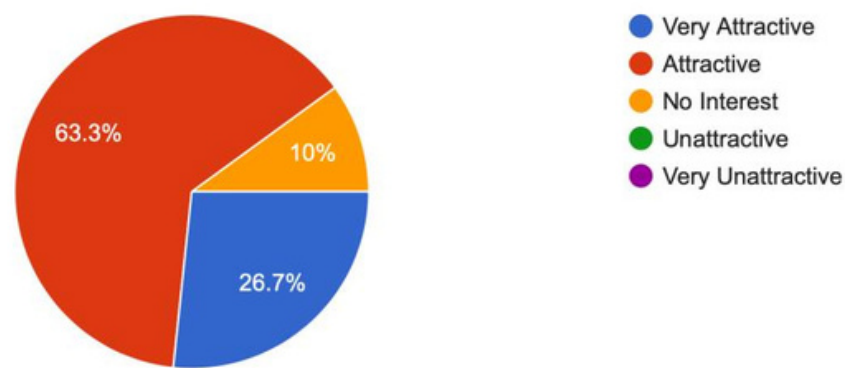


Do you have friends/relatives with disabilities?  
30 responses



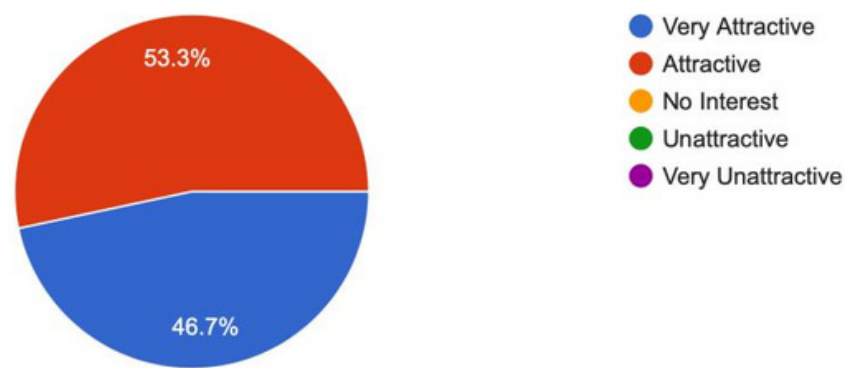
What do you think of the Lululemon X UNLIMITED logo?

30 responses



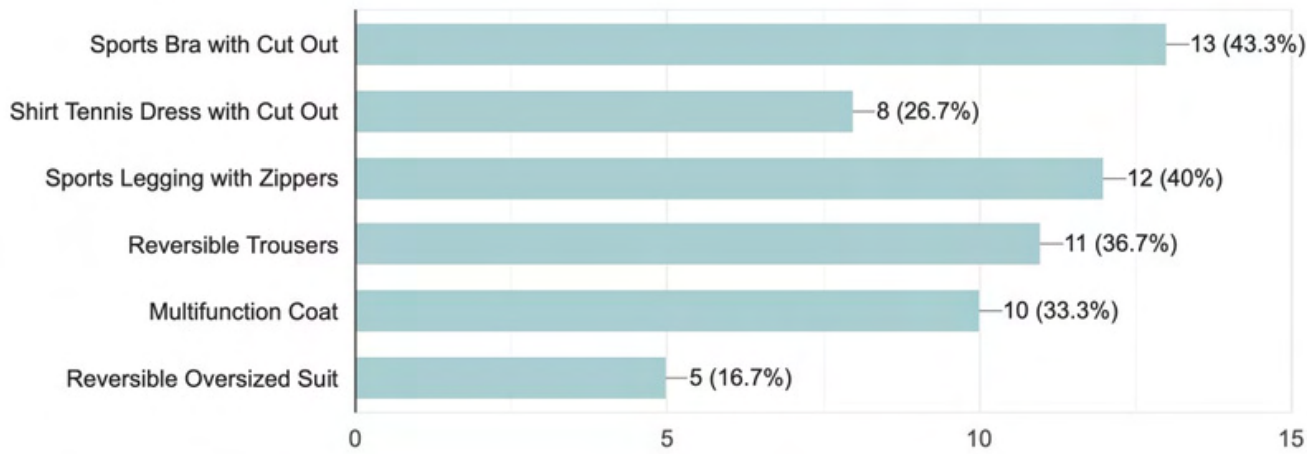
From the pictures above, what do you think of the packaging?

30 responses



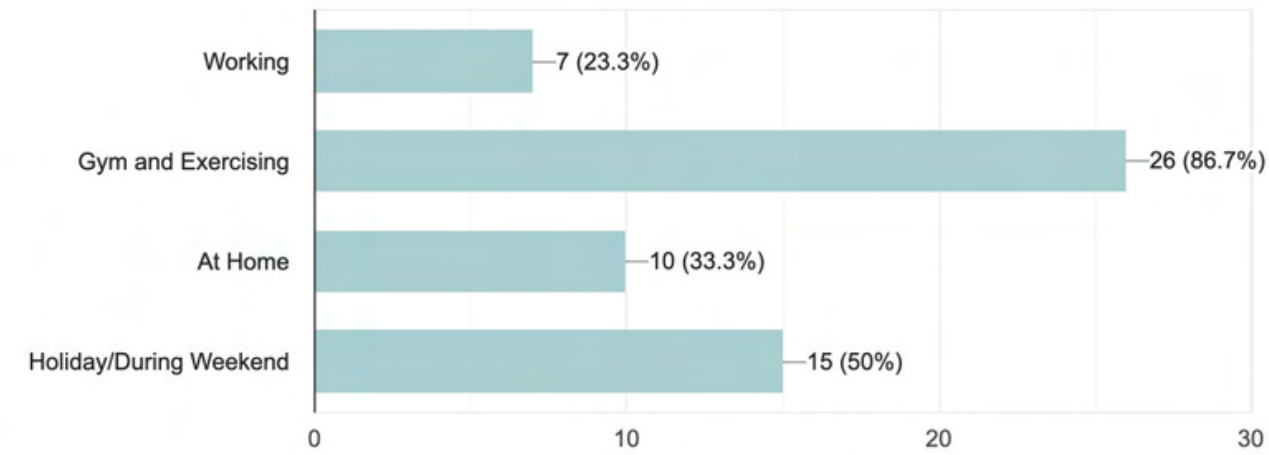
From the pictures above, which garment is the most interesting? You can choose more than one.

30 responses



When will you use these products? You can choose more than one.

30 responses



Do you think Lululemon should offer a collection that is specially designed for people with disabilities? Why?

30 responses

- Yes
- Yes. So people with disabilities will be able to purchase the same product and brand
- Yes, it would be very interesting and useful for them to wear it
- Maybe not, as Lulumelon is more of the fitness wear brand.
- Yes cause also these people need support with their clothes
- yes!! because it is a very rare collection to have
- yes, cause people who are disabilities also need be seen as the same with people with no disability where they can use workleisure products.
- Yes, so that everyone regardless of abilities can feel comfortable and confident and feel great about wearing the brand



Yes, even though it’s niche market there are consumers willing to buy the products made for them, and customization is one of big trend why not:)

Yes, I believe Lululemon should offer a collection that is specially designed for people with disabilities. There are many reasons for this.

Firstly, it is important to provide inclusive clothing options for everyone, regardless of their abilities. People with disabilities often face challenges finding clothing that meets their specific needs, whether it's due to mobility issues, sensory sensitivities, or other factors. A specialized collection from Lululemon could help fill this gap and provide more options for those with disabilities.

Secondly, there is a growing demand for adaptive clothing in the fashion industry, and many companies are starting to recognize this. By offering a collection for people with disabilities, Lululemon could show its commitment to inclusivity and diversity, and attract a new customer base.

Lastly, designing clothing for people with disabilities can also have practical benefits for all customers. For example, features such as adjustable waistbands, easy closures, and seamless design can make clothing more comfortable and functional for everyone.

Yes, so they can feel included and be more active

Yes! So they can be comfortable while looking fashionable at the same time.

Yes, because i think there are not many options of active wear for the disables. Also, one of the characteristics Lululemon is the very well designed cutting that makes body shapes beautiful. That characteristic should apply to clothes for disabled as well.

Yes of course, because people with disabilities can also have a chance to be fashionable without give more effort than others

Yes, I think that will be a good idea because there's rarely a brand created some clothes that designed for people with disabilities. So, I guess it will more embrace the people with disabilities and ensure them, if the disabilities they had not obstruct them to look stylish.

Yes

I think all products should be inclusive

Yes, I would love to see the brand included everyone

Inclusivity is one of the most important values of Lululemon, so yes! I hope they create something in the future.

Yes. Because their brand image is that they are inclusive

Yes, everyone should have the right to dress with this brand

Yes and because theres a high demand

No, all under one brand instead of diversion. Then no one is excluded.

They should make the product but include in regular lines

I thing something for everyone would be great , to attract disabled and non disabled . The idea is to make everyone feel that they can shop anywhere with no limitation.

Yes of course! People with disabilities are part of our communities and their needs it should take into consideration as the same as other people. On my point of view, businesses and brands needs to collaborate to highlight this group who has a ‘special needs’ and create something unique for them as well as create something comfortable, functional and stylish for them. And that would be a positive step for building a sustainable and better future.

Yes, because people with a disability is also A person that’s why I think it would be great for lululemon to release a collection that specially designed for people with disabilities.

Yes because people with disabilities have their own needs that brands need to be specifically addressed. This could also help brands to build trust and loyalty as they are working on something that positively impacts the society to help people who are in need.



What are your opinions about the Lululemon X UNLIMITED brand?

30 responses

- Interesting
- Great design , concept and philosophy
- Really good quality and chic fitness wear clothing. Always my go to for looking some comfortable apparel.
- Very positive!!!!
- the branding is very eyecatching 🥰🥰
- it is a nice collaboration and innovative
- A great unique add on
- It's super cool and love the meaning it's unique and nice collaboration it fits with the social trend like diversity,equality,rights!!
- Lululemon has collaborated with several other brands in the past, including SoulCycle, APL, and Roden Gray. These collaborations often bring together Lululemon's expertise in activewear and the partner brand's unique style or innovation. In my opinion, successful collaborations require a deep understanding of each brand's values and strengths, a cohesive marketing strategy, and a commitment to delivering something exclusive and innovative to customers.
- Really interesting and I love the packaging concept
- It's simple but looks fashionable and comfortable
- It is a good brand concept. But it might be hard to understand the meaning behind, just looking at the logo and the name.
- It's a great collaboration and need to be launch
- I can't give many opinion about this brand because this is my first time I heard the brand. But, at a glance I like the idea for the product, especially if the brand really make the "for disabilities" product because that would be a great idea for a new outcome product. So, actually can't wait to see the finished product. Keep it up, you guys great!

- The logo and its origin sound attractive
- It's very appealing
- Don't know the brand
- Very cool!
- Very impressive! And very very thoughtful.
- Very good ideas, very considerate and innovative.
- They look really great and something i would wear
- I love it
- It looks very appealing and I think it would be a good extended line
- Amazing and much needed
- Very clever ideas with the products but may cause offence when people with disabilities only Have a smaller selection. The word Worthy shouldn't be used on the packaging, as all customers are worthy. It may come off as patronising if it is just on this lines packaging.
- I think it could be seen as potentially offensive to disabled persons to have a separate line of clothing, instead of being incorporated in standard lines
- Great idea
- From the descriptions that you provided, I strongly believe that, this collaboration is a positive and impactful step for people who has special needs by rising the awareness to take their needs into consideration.
- I think it's a great collaboration and a great way to start to spread awareness to people that disabilities is not limiting people to have a sportwear
- The packaging is very attractive especially the use of gradient colour which is the current trend. The designs of the collection are also multifunctional which help address different needs.



## Appendix F: Other Questionnaire Analysis

- The majority of respondents are 21-30 years old, and almost a quarter are 10-20 years old.
- They are from several countries, but half of them are from Asia.
- Most respondents are students, and almost a quarter of respondents work in Lululemon.
- Most individuals have ever bought Lululemon's products at least one time.
- Although most of them are without disabilities, more than a quarter of them has friends/relatives who are disabled.
- From the logo design, more than half of respondents said it is attractive, while 26.7% believe it is very attractive. Moreover, the remaining respondents are not interested in the logo.
- From the packaging design, more than half of individuals think it is attractive, and the remaining respondents which is 46.7% said the packaging is very attractive.
- The most popular product is the sports bra with cut-out and sports leggings with zippers, respectively 13 and 12 people vote. Moreover, the reversible oversized suit has become the least favourite product, with only 5 people voting.
- Most respondents believe the collection could be worn for gym and exercising, while others said it could also be worn for holidays or weekends. However, fewer individuals which is only 7 people think the collection is suitable for working.
- The majority of the individuals agree that Lululemon should offer an activewear collection.
- The Lululemon X UNLIMITED brand mostly received positive feedback from the focus group.

# — 11

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