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technical apparel + athletic shoes | lululemon Canada

Selling: Commercial-grade air purification systems for retail spaces

⚡ 30-Second Brief

- **Hook:** While Lululemon's 2030 Impact Agenda commits to "Wellbeing for All," the air quality in your high-density "experiential" stores is likely undermining that promise through a "Technical Fabric Tax."
- **Pain:** High concentrations of synthetic technical apparel off-gas VOCs, which—when combined with CO2 spikes from in-store community classes—creates "shopper fatigue" and degrades the premium sensory experience.
- **Ask:** A brief discussion on how you are auditing the "invisible" environment of your new expansion stores to ensure they meet your 2024 Global Wellbeing standards.

🎯 Sales Intel: lululemon Canada

Winning Narrative for: Commercial-grade air purification systems

1. The "Commercial Insight" Opening

Stop them in their tracks. Never ask "how are you." > Your **2030 Impact Agenda** explicitly commits to "Wellbeing for All," yet there is a measurable gap between selling a healthy lifestyle and the actual air chemistry of a store packed with technical synthetic fabrics. ✅ (Source: *Lululemon FY24 Impact Report*). > > In high-end technical retail, the primary "hidden tax" isn't theft—it's **Sensory Degradation** caused by the off-gassing of mats and apparel in enclosed spaces. 📊 (Industry pattern: KB). > > If your air quality isn't as "technical grade" as your apparel, you are effectively charging your guests a "wellness penalty" the moment they walk through the door.

2. The Hypothesis of Pain

- **The Signal:** Lululemon is aggressively expanding its store footprint and "experiential" retail model, including larger stores with community studios. ✅ (Source: *Retail Dive, 2024*).
- **The Hidden Cost: The Studio CO2 Spike.** When you host in-store yoga or fitness events, CO2 levels rise considerably in minutes. This leads to "brain fog" for staff and a subtle "get me out of here" instinct for shoppers, significantly shortening dwell time. 📊 (Industry pattern: KB).

- **The Reframe:** Indoor air quality isn't a facility expense; it is a **Conversion Lever**. In a retail environment that relies on "Newness" and premium pricing, stagnant air makes your newest products feel stale and your premium brand feel like a commodity.

3. The "Kill the Status Quo" Questions

Cold Opener — first call or gatekeepers:

- "With Lululemon's 2024 Global Wellbeing Report focusing so heavily on the intersection of physical and mental health, how is the team ensuring that the store's air chemistry actually supports—rather than drains—the energy of your guests?"

Discovery/Second Call — when you have their attention:

1. **The Provocation:** "You invest millions in the scent and aesthetic of the store. How are you measuring the impact of VOCs from your technical fabrics on your store associates' daily cognitive performance and burnout rates?"
2. **The Logic Trap:** "If your competitors (like Alo or Nike) begin certifying their stores as 'Clean Air Wellness Hubs,' how long can Lululemon maintain its position as the 'Wellbeing' leader while relying on standard retail HVAC systems that weren't designed for technical apparel density?"

4. Objection Redirect

- **If they say:** "Our standard HVAC systems handle the air quality."
- **You say:** "Standard HVAC is designed for temperature, not the specific VOC and particulate load generated by thousands of units of technical synthetic apparel. It's the difference between a cotton t-shirt and your SenseKnit technology—one is basic, the other is high-performance."

5. Competitive Intel

- **Primary Competitors:** Alo Yoga, Nike, and Vuori.
- **Their Move:** Competitors are increasingly moving toward "Wellness Architecture," using air quality and lighting as a core part of the "sanctuary" retail experience.
- **Your Wedge:** Use your systems to provide **Visible Wellbeing**. By purifying the air and potentially displaying air quality metrics, Lululemon can *prove* their commitment to the guest's health, rather than just stating it in a report.

⚠ **Analyst Note:** Lululemon's tone is highly aspirational and "community-centric" (*Source: 2024 Global Wellbeing Report*). They respond best to language that links your product to their **Impact Agenda** and **Guest Experience**. Avoid focusing on "filters" or "CADR ratings" early on; focus on "Brand Integrity" and

"Guest Dwell Time."

Verified Sources:

- [Lululemon 2024 Annual Report]
(<https://corporate.lululemon.com/~media/Files/L/Lululemon/investors/annual-reports/lululemon-2024-annual-report.pdf>)
- [Lululemon FY24 Impact Report](<https://corporate.lululemon.com/media/our-stories/2025/lululemon-launches-fy24-impact-report-and-impact-agenda-2030>)
- [2024 Global Wellbeing Report](<https://corporate.lululemon.com/~media/Files/L/Lululemon/our-impact/lululemon-2024-global-wellbeing-report.pdf>)