

New Partnership Press Release

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FOR IMMEDIATE RELEASE

[{Lululemon Announces Partnership with NCAA Women’s Basketball Player Juju Watkins}]

LOS ANGELES – Lululemon athletica inc. (NASDAQ: LULU) is partnering with Juju Watkins for its new women’s basketball apparel line. Watkins is currently a freshman basketball player at the University of Southern California where she has shattered records and already made history. During the 2023-2024 season, she won ESPN’s Freshman of the Year Award and was the ESPN Player of the Year Runner-Up.

In collaboration with Watkins, lululemon has created a collection of women’s basketball apparel set to launch on Oct. 1, 2024. Each piece was designed with her input and is meant to reflect her creativity as well as instill confidence in young girls across the country.

“We are truly so excited to welcome Juju Watkins to the lululemon family and partner with her on our upcoming women’s basketball line” said Chief Brand Officer Nikki Neuburger. “She is the embodiment of passion and creativity and represents everything we value at our company.”

The newest collection features a variety of pieces including new shorts, sports bras, shirts, socks and warmups in an array of colors and patterns selected by Watkins. Customers can mix and match their favorite items and even order and try before actually making a purchase.

Watkins has also assisted in creating the advertisements of the line by attending campaign photoshoots and working with both lululemon’s marketing and design team.

“Working with lululemon has been a dream. It is really a cool experience to work with a team that is able to give me such creative control and listen to what sportswear I think feels best on and off the court” said Watkins. “I cannot wait to share with you guys what we have been working on.”

The apparel line will be available in-stores nationwide and on lululemon’s website starting Oct. 1, 2024. Watkins will also be sporting the new clothing during the 2024-2025 women’s basketball season.

Visit [www.shop.lululemon.com](http://www.shop.lululemon.com) to learn more.

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## About lululemon athletica inc.

lululemon athletica inc. (NASDAQ:LULU) is a technical athletic apparel, footwear, and accessories company for yoga, running, training, and most other activities, creating transformational products and experiences that build meaningful connections, unlocking greater possibility and wellbeing for all. Setting the bar in innovation of fabrics and functional designs, lululemon works with yogis and athletes in local communities around the world for continuous research and product feedback. For more information, visit [lululemon.com](https://lululemon.com).