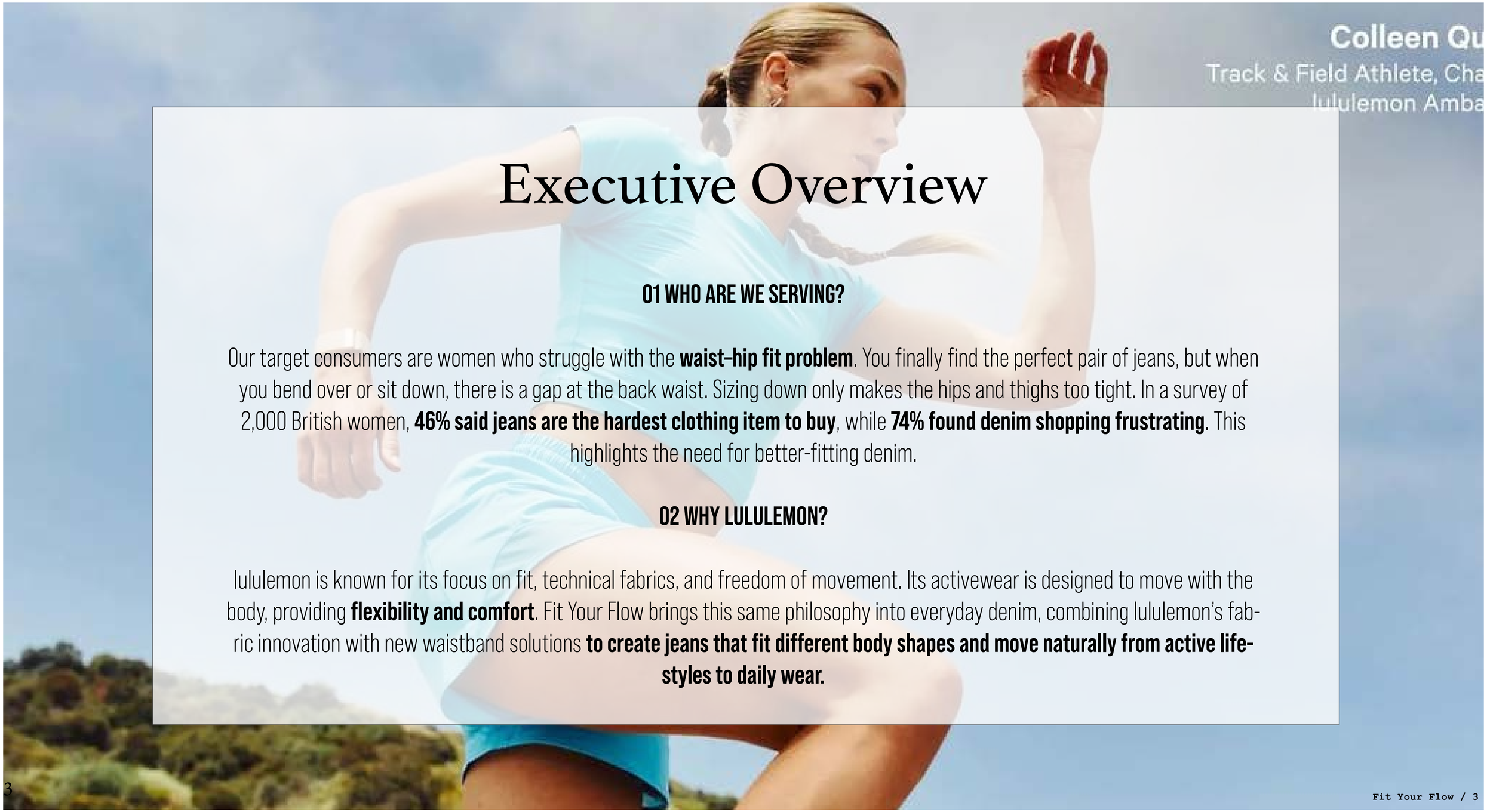

Lululemon
Fit Your Flow - Denim Collection
Retail Buying Simulation-FASM-245-01
Yuer Wang

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Executive Overview

01 WHO ARE WE SERVING?

Our target consumers are women who struggle with the **waist-hip fit problem**. You finally find the perfect pair of jeans, but when you bend over or sit down, there is a gap at the back waist. Sizing down only makes the hips and thighs too tight. In a survey of 2,000 British women, **46% said jeans are the hardest clothing item to buy**, while **74% found denim shopping frustrating**. This highlights the need for better-fitting denim.

02 WHY LULULEMON?

lululemon is known for its focus on fit, technical fabrics, and freedom of movement. Its activewear is designed to move with the body, providing **flexibility and comfort**. Fit Your Flow brings this same philosophy into everyday denim, combining lululemon's fabric innovation with new waistband solutions **to create jeans that fit different body shapes and move naturally from active lifestyles to daily wear.**

Brand Overview

THE BRAND BEHIND THE FIT

lululemon is a leading athletic apparel brand known for its technical fabrics, innovative fit, and loyal customer community. In FY2025, the brand generated $11.10 billion in global revenue, with $6.33 billion (57%) from the U.S. market. Women's products accounted for 63% of total revenue ($7.00 billion), making women the brand's core business.

With 379 U.S. stores, a strong digital presence, and expertise in comfort and body movement, lululemon has an established foundation to introduce Fit Your Flow. This denim collection can expand the brand beyond activewear while serving its existing female customers' everyday needs.

Price Analysis

U.S. WOMEN'S BOTTOMS	AUDITED STYLES	SHARE	LIST PRICE
Leggings	68	21.5%	$88–168
Other pants	109	34.4%	$98–228
Shorts	100	31.5%	$58–138
Skirts / skorts	40	12.6%	$68–148

THE FIT ADVANTAGE

S STRENGTHS

Established female business

Women’s apparel generates 63% of global revenue. Existing channels offer access to female guests.

Relevant fit and fabric expertise

Contour Fit shaping, adjustable waistbands and soft legging fabrics can inform denim with **a closer-fitting waist and a flexible knit inner waistband**.

W WEAKNESSES / LAUNCH RISKS

Denim development investment

Denim structure, stretch recovery and hip-fit options require sampling, fit trials and wash tests.

Launch and inventory complexity

Proposed store range: 10 styles × 3 colors × 11 sizes = 330 combinations. More options require careful stock allocation.

O OPPORTUNITIES

A specific fit need

Serve women whose jeans fit the hips but gap at the back waist. Combine contoured fit with everyday comfort.

T THREATS

Established fit competitors

Abercrombie Curve Love adds 2 inches at hips and thighs to address waist gaps. Our fit and movement benefits need validation.

FINDING THE MARKET GAP

Our goal is to create comfortable denim with a better-fitting waistband, designed to flatter different body shapes and move naturally with the body.

Curvy Straight
$29.97 sale



WAIST + HIP FIT

Uses a 13-inch hip–waist difference versus a 10-inch reference.

COMFORT + ADJUSTMENT

46% cotton, 20% recycled cotton, 33% lyocell, 1% elastane. Some Stretch + Limitless waistband.

AMERICAN EAGLE

501® Curve
$84.98 sale



WAIST + HIP FIT

Smaller waist with fuller hips and thighs to reduce waist gaps.

COMFORT + ADJUSTMENT

88% cotton, 9% lyocell, 2% T400, 1% elastane. Lightweight stretch denim. Cinch is a separate fit with back adjusters.

LEVI'S

Curve Love 90s Relaxed
$90 regular



WAIST + HIP FIT

Adds 2 inches at the hip and thigh versus Classic fit.

COMFORT + ADJUSTMENT

99% cotton, 1% elastane. Vintage Comfort Stretch combines structure with slight stretch.

Selected U.S. variants, 24 Oct. 2026. Prices and composition vary by wash. Sources: official brand product pages.

RESEARCH-DRIVEN BACKGROUND

According to Cotton Incorporated's 2025 U.S. Denim Outlook, 85% of consumers enjoy wearing denim, while 88% consider both fit and comfort very important when purchasing jeans. Additionally, 83% prioritize quality and 82% value durability. As lifestyles become more flexible, activewear is also moving beyond the gym, with 70% of U.S. consumers wearing athletic apparel around the house and 64% while running errands. Although competitors such as Levi's, Abercrombie, and American Eagle offer different denim fits, these trends create an opportunity for lululemon to combine technical fabrics, better waistband solutions, and everyday versatility.

Sources: Cotton Incorporated, 2025 U.S. Denim Jeans Outlook and 2025 Consumers and Activewear – U.S.



CONSUMER LIFESTYLE & BRAND LOYALTY

lululemon appeals to consumers who value health, wellness, and an active lifestyle. Its products are worn beyond workouts, becoming part of everyday routines, from running errands to traveling and socializing. According to Statista (2025), 75% of lululemon users demonstrate brand loyalty. By 2024, the brand had reached 24 million members in North America, reflecting its strong customer community. This creates an opportunity for Fit Your Flow to introduce everyday denim to existing loyal customers who already appreciate lululemon's comfort, quality, and lifestyle identity.

Consumer Persona



01 PERSONALITY & BRAND FIT

As an American rugby player and Olympic bronze medalist, Ilona Maher represents strength, confidence, body positivity, and an active lifestyle. Her personality and athletic background align with lululemon's focus on wellness, movement, and empowerment.

02 SOCIAL MEDIA INFLUENCE

With over 5.6 million Instagram followers, Ilona has a strong social media presence. Her influence could bring significant exposure to Fit Your Flow, helping the new denim collection reach a wider audience and connect with women who value confidence and body acceptance.

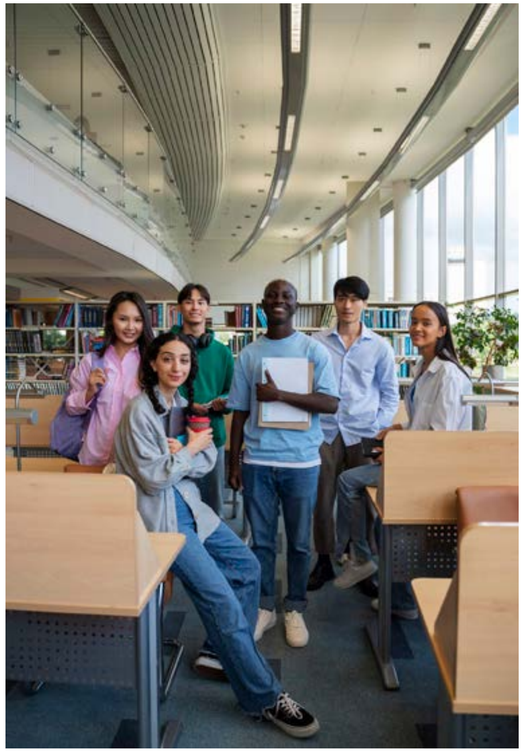
03 HER REAL DENIM STRUGGLE

Ilona has openly discussed how changes in her body during training affected the fit of her jeans, saying, "So for now my belly stays and the jeans will go." Her experience highlights the need for flexible, body-adaptive denim. Fit Your Flow aims to address this problem through adjustable and contoured waistbands, allowing jeans to accommodate different body proportions and changes in fit.

Ilona Maher is more than a potential brand ambassador. She represents the exact fit challenge, active lifestyle, and body confidence that Fit Your Flow is designed for.



HER SHAPE, HER LIFESTYLE



01 THE COLLEGE STUDENT (18–24)

Needs comfortable, affordable, and stylish jeans for long lectures, walking around campus, and social activities. She wants a soft, flexible waistband that stays **comfortable while sitting, with enough room for her hips and thighs without creating a gap at the back waist.**

02 THE YOUNG PROFESSIONAL (25–35)

Looks for polished, flattering, and versatile denim that **works for both office and casual settings.** She needs jeans that fit her waist and hips properly, maintain a structured silhouette, and provide all-day comfort during commuting, sitting, and walking.without creating a gap at the back waist.





03 THE SERVICE PROFESSIONAL (23–35)

Needs durable, flexible, and functional jeans that **support long shifts involving standing, bending, and squatting.** She prioritizes a secure, adjustable waistband that prevents back-waist gapping, stays in place during movement, and reduces the need for constant readjustment.

Lululemon-- DENIM COLLECTION

Each denim style is available in 3 colors and 11 sizes, offering more choices to accommodate different body shapes and personal preferences.



THREE WAISTS. THREE REASONS TO BUY.



01 CONTOUR WAIST — $148

Designed for women with a smaller waist and fuller hips, the contoured waistband reduces back-waist gapping while providing a flattering, secure fit.



02 ADJUSTABLE WAIST — $158

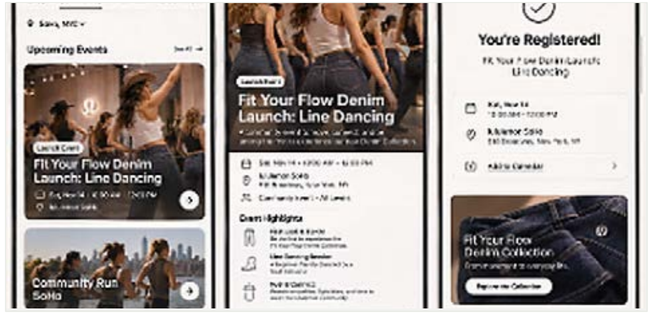
Features a concealed adjustable drawcord that allows women to customize their waist fit as their body changes, without changing sizes.



03 SOFTFLEX WAIST — $168

Combines a classic denim look with a soft, legging-inspired waistband, providing flexibility, gentle support, and all-day comfort.

FIT YOUR FLOW



JUL

COMMUNITY PREVIEW

Invite Ilona Maher and community members to try the denim.
Host line dancing with smoothies.
Collect fit feedback and launch sign-ups.



AUG

FULL LAUNCH

Launch in 40 U.S. stores and online.
Offer Virtual Try-On and in-store fit guidance.





SEP

CAMPUS POP-UPS

Host six campus pop-ups.
Share back-to-school denim haul videos.
Pilot a $20 denim trade-in credit.



OCT

EVERYDAY STYLING

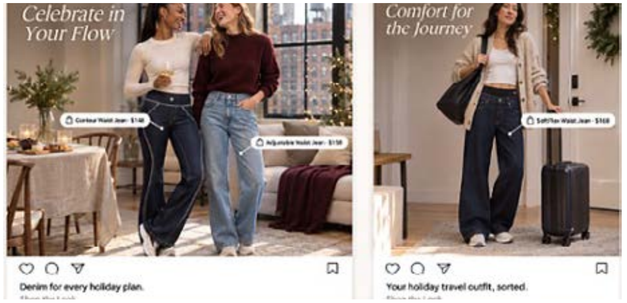
Share denim looks for class, work, and weekends.
Link styling videos directly to products.



NOV

HOLIDAY SHOPPING

Offer selected Black Friday discounts or savings on jeans-and-top bundles.



DEC

CELEBRATE YOUR FLOW

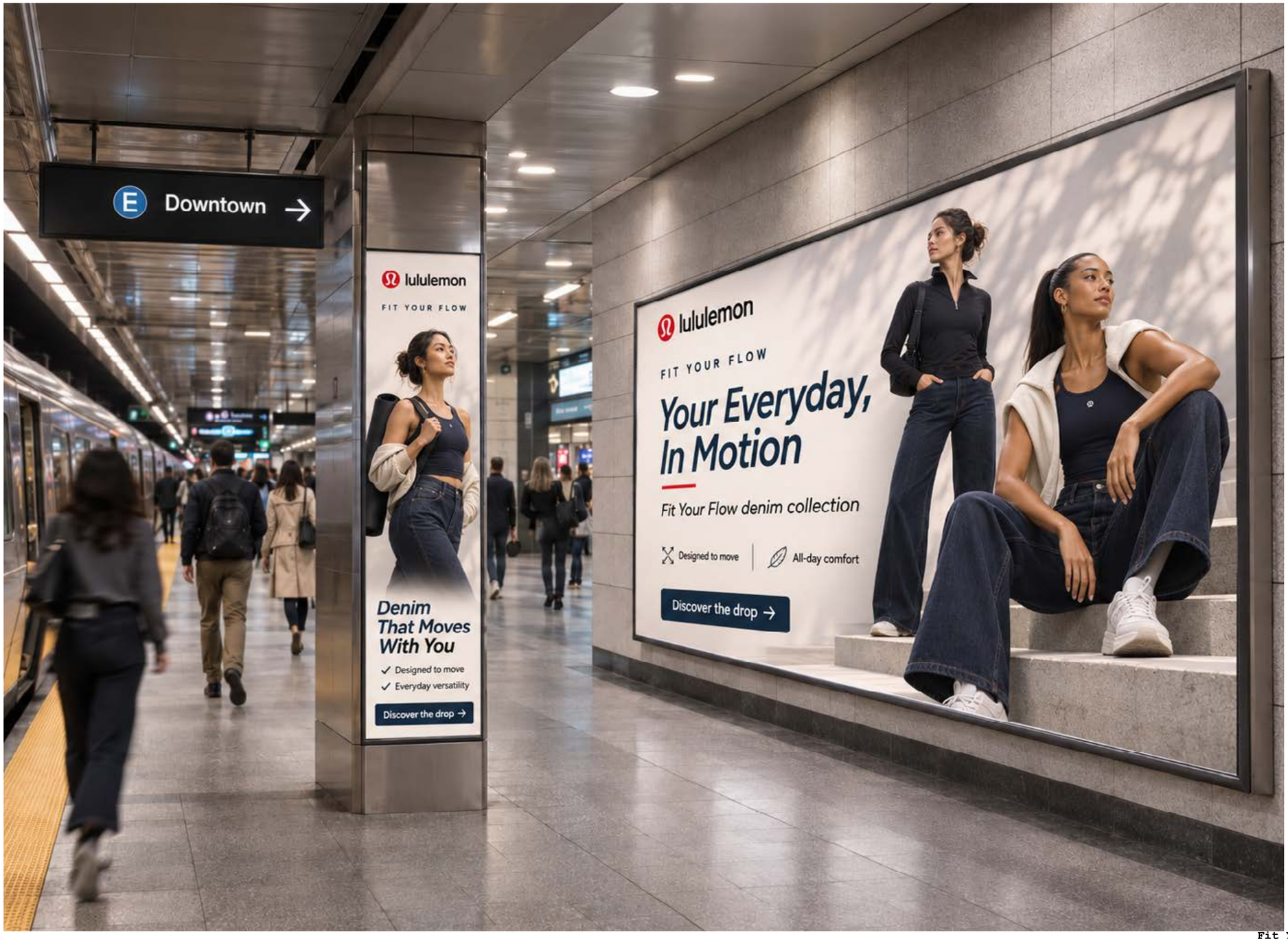
Share holiday and travel outfits.
Promote customer posts, gift cards, and store pickup.

10 STYLES / 3 WAIST DESIGNS / $148–$168

Lululemon Denim Collection Mockup



Lululemon Denim Collection Mockup



Assortment Plan

The assortment includes 10 denim styles across three sales channels: 40 U.S. stores, e-commerce, and six pop-ups, with three colors per style and expanded online sizing. The plan targets a 65% sell-through rate, balancing inventory distribution, accessibility, and sales opportunities.

Assortment Plan 1: PHYSICAL STORE LOCATIONS

FUNCTION	# of Styles	% on Total	# Mats	# Color	# Sizes	Unit Cost	Retail Unit Price	IMU %	Units	Retail Value Inventory	Cost Value Inventory	% SELL THRU	SALES QTY	SALES PLAN VALUE	% on Total
SoftFlexWaist High-Rise Straight Jean	1	10%	1	3	11	$ 75.60	$ 168.00	55.00%	7,074	$ 1,188,494	$ 534,822	65%	4,598	$ 772,521	10.00%
Adjustable Waist High-Rise Straight Jean	1	10%	2	3	11	$ 71.10	$ 158.00	55.00%	7,522	$ 1,188,494	$ 534,822	65%	4,889	$ 772,521	10.00%
Contour Waist High-Rise Straight Jean	1	10%	2	3	11	$ 66.60	$ 148.00	55.00%	8,030	$ 1,188,494	$ 534,822	65%	5,220	$ 772,521	10.00%
SoftFlexWaist Mid-Rise Relaxed Jean	1	10%	1	3	11	$ 75.60	$ 168.00	55.00%	7,074	$ 1,188,494	$ 534,822	65%	4,598	$ 772,521	10.00%
Adjustable Waist Mid-Rise Relaxed Jean	1	10%	2	3	11	$ 71.10	$ 158.00	55.00%	7,522	$ 1,188,494	$ 534,822	65%	4,889	$ 772,521	10.00%
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Contour Waist Mid-Rise Subtle-Flare Jean	1	10%	2	3	11	$ 66.60	$ 148.00	55.00%	8,030	$ 1,188,494	$ 534,822	65%	5,220	$ 772,521	10.00%
SoftFlexWaist High-Rise Wide-Leg Jean	1	10%	1	3	11	$ 75.60	$ 168.00	55.00%	7,074	$ 1,188,494	$ 534,822	65%	4,598	$ 772,521	10.00%
Contour Waist High-Rise Wide-Leg Jean	1	10%	2	3	11	$ 66.60	$ 148.00	55.00%	8,030	$ 1,188,494	$ 534,822	65%	5,220	$ 772,521	10.00%
TOTALS	10	100%							75,911	$ 11,884,943	$5,348,225	65%	49,342	$ 7,725,213	100.00%

Assortment Plan 2: E-COMMERCE

Category	# of Styles	% on Total	# Mats	# Color	# Sizes	Unit Cost	Retail Unit Price	IMU %	Units	Retail Value Inventory	Cost Value Inventory	% SELL THRU	SALES QTY	SALES PLAN VALUE	% on Total
SoftFlexWaist High-Rise Straight Jean	1	10%	1	3	15	$ 75.60	$ 168.00	55.00%	3,537	$ 594,247	$ 267,411	65%	2,299	$ 386,261	10%
Adjustable Waist High-Rise	1	10%	2	3	15	$ 71.10	$ 158.00	55.00%	3,761	$ 594,247	$ 267,411	65%	2,445	$ 386,261	10%
Contour Waist High-Rise Straight Jean	1	10%	2	3	15	$ 66.60	$ 148.00	55.00%	4,015	$ 594,247	$ 267,411	65%	2,610	$ 386,261	10%
SoftFlexWaist Mid-Rise Relaxed Jean	1	10%	1	3	15	$ 75.60	$ 168.00	55.00%	3,537	$ 594,247	$ 267,411	65%	2,299	$ 386,261	10%
Adjustable Waist Mid-Rise Relaxed Jean	1	10%	2	3	15	$ 71.10	$ 158.00	55.00%	3,761	$ 594,247	$ 267,411	65%	2,445	$ 386,261	10%
Contour Waist Mid-Rise	1	10%	2	3	15	$ 66.60	$ 148.00	55.00%	4,015	$ 594,247	$ 267,411	65%	2,610	$ 386,261	10%
Adjustable Waist Mid-Rise Subtle-Flare Jean	1	10%	2	3	15	$ 71.10	$ 158.00	55.00%	3,761	$ 594,247	$ 267,411	65%	2,445	$ 386,261	10%
Contour Waist Mid-Rise Subtle-Flare Jean	1	10%	2	3	15	$ 66.60	$ 148.00	55.00%	4,015	$ 594,247	$ 267,411	65%	2,610	$ 386,261	10%
SoftFlexWaist High-Rise Wide-Leg Jean	1	10%	1	3	15	$ 75.60	$ 168.00	55.00%	3,537	$ 594,247	$ 267,411	65%	2,299	$ 386,261	10%
Contour Waist High-Rise Wide-Leg Jean	1	10%	2	3	15	$ 66.60	$ 148.00	55.00%	4,015	$ 594,247	$ 267,411	65%	2,610	$ 386,261	10%
TOTALS									37,955	$ 5,942,472	$2,674,112	65%	$ 24,671	$ 3,862,607	100%

Assortment Plan 3: POP-UPS OR ALTERNATIVE RETAIL

Category	# of Styles	% on Total	# Mats	# Color	# Sizes	Unit Cost	Retail Unit Price	IMU %	Units	Retail Value Inventory	Cost Value Inventory	% SELL THRU	SALES QTY	SALES PLAN VALUE	% on Total
SoftFlexWaist High-Rise Straight Jean	1	10%	1	2	11	$ 75.60	$ 168.00	55.00%	1,179	$ 198,082	$ 89,137	65%	766	$ 128,754	10%
Adjustable Waist High-Rise Straight Jean	1	10%	2	2	11	$ 71.10	$ 158.00	55.00%	1,254	$ 198,082	$ 89,137	65%	815	$ 128,754	10%
Contour Waist High-Rise Straight Jean	1	10%	2	2	11	$ 66.60	$ 148.00	55.00%	1,338	$ 198,082	$ 89,137	65%	870	$ 128,754	10%
SoftFlexWaist Mid-Rise Relaxed Jean	1	10%	1	2	11	$ 75.60	$ 168.00	55.00%	1,179	$ 198,082	$ 89,137	65%	766	$ 128,754	10%
Adjustable Waist Mid-Rise Relaxed Jean	1	10%	2	2	11	$ 71.10	$ 158.00	55.00%	1,254	$ 198,082	$ 89,137	65%	815	$ 128,754	10%
Contour Waist Mid-Rise Relaxed Jean	1	10%	2	2	11	$ 66.60	$ 148.00	55.00%	1,338	$ 198,082	$ 89,137	65%	870	$ 128,754	10%
Adjustable Waist Mid-Rise Subtle-Flare Jean	1	10%	2	2	11	$ 71.10	$ 158.00	55.00%	1,254	$ 198,082	$ 89,137	65%	815	$ 128,754	10%
Contour Waist Mid-Rise Subtle-Flare Jean	1	10%	2	2	11	$ 66.60	$ 148.00	55.00%	1,338	$ 198,082	$ 89,137	65%	870	$ 128,754	10%
SoftFlexWaist High-Rise Wide-Leg Jean	1	10%	1	2	11	$ 75.60	$ 168.00	55.00%	1,179	$ 198,082	$ 89,137	65%	766	$ 128,754	10%
Contour Waist High-Rise Wide-Leg Jean	1	10%	2	2	11	$ 66.60	$ 148.00	55.00%	1,338	$ 198,082	$ 89,137	65%	870	$ 128,754	10%
TOTALS									12,652	$ 1,980,824	$ 891,371	65%	$ 8,224	$ 1,287,535	100%

Six Month Plan

The Fall/Winter 2027 sales plan forecasts $12.88 million in U.S. direct sales, with a 55% markup and 65% sell-through target. Sales are expected to peak in November and December, while planned mark-downs of $643,768 (5%) help manage inventory and seasonal demand.

SEASONAL TOTAL	
US Direct Sales FORECAST 2027	12,875,355
Markup %	55%
Markdown %	5.00%
Average Stock	4,224,220.14
Turnover	3.05
Planned Markdowns	643,768

Fall Winter 2027	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	JANUARY	SEASON TOTAL
SALES $	1,545,042.64	2,060,056.85	1,673,796.19	3,090,085.27	3,218,838.83	1,287,536	12,875,355
Sales % to total	12%	16%	13%	24%	25%	10.00%	100.00%
STOCK/SALES RATIO	2.70	2.30	3.00	2.40	1.70	1.65	
BOM STOCK $ (RETAIL)	4,171,615	4,738,131	5,021,389	7,416,205	5,472,026	2,124,434	28,943,799
EOM STOCK $	4,738,131	5,021,389	7,416,205	5,472,026	2,124,434	625,742	
MARKDOWNS $	12,875	64,377	32,188	128,754	160,942	244,632	643,768
% to Sales	0.02	0.10	0.05	0.20	0.25	38.00%	100.00%
PURCHASES $ (Retail)	2,124,434	2,407,691	4,100,801	1,274,660	32,188	33,476	9,973,250
PURCHASES $ (Cost)	955,995.13	1,083,461.15	1,845,360.30	573,597.08	14,484.77	15,064	4,487,963

FROM PILOT TO EVERYDAY DENIM

Grow the category without losing the comfort-first DNA.

01

PRODUCT EXPANSION

More ways to wear denim

Extend the signature waist solutions into denim shorts, skirts, and lighter seasonal styles.

SAME FIT TECHNOLOGY

02

MARKET EXPANSION

Scale what works

Use sales and fit feedback from 40 U.S. pilot stores to guide selective retail expansion.

TEST → LEARN → SCALE

03

COMMUNITY GROWTH

Build long-term loyalty

Turn Denim Charm Bar, Vote Your Next Drop, and Like New into repeat engagement.

CO-CREATE WITH GUESTS



THE NEXT CHAPTER

Conditional growth plan / expand only when the pilot proves demand.

FW 2027

PILOT LAUNCH

10 styles / 40 U.S. stores
E-commerce / 6 pop-ups
Track fit and sales feedback

2028

EXPAND & REFINE

Target 60–80 U.S. stores*
Add summer denim capsules
Focus on winning waist fits

2029

SCALE & SUSTAIN

Explore Canada & select markets
Seasonal product drops
Grow repair / Like New events

SUCCESS METRICS / PROPOSED TARGETS

70%	4.5 / 5	60–80	<10%
Full-price sell-through	Fit satisfaction score	2028 target U.S. stores	Fit-related return rate

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