



FOLLOW A COMPANY

lululemon

The **BACKGROUND**

- **FOUNDED:** 1998
- **FOUNDER:** CHIP WILSON
- **HEADQUARTERS:** VANCOUVER, BRITISH COLUMBIA, CANADA
- **INDUSTRY:** ATHLETIC APPAREL AND ACCESSORIES
- **OPERATES IN OVER 17 COUNTRIES**



38,000 EMPLOYEES
(AS OF JANUARY 28, 2024)



**600+ STORES
WORLDWIDE**



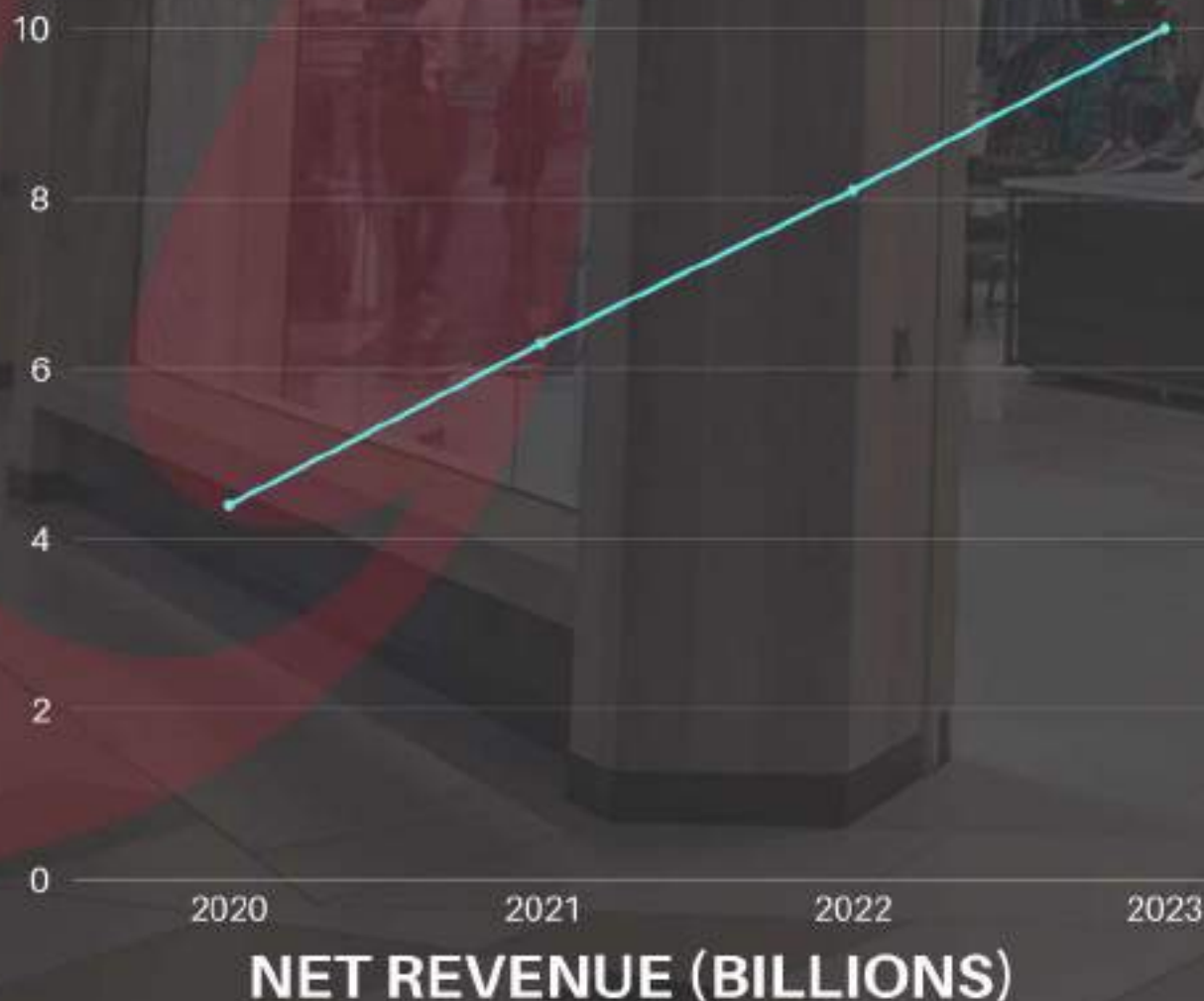
CALVIN MCDONALD
2018 - CURRENT



**BEST SELLING
PRODUCTS**

FINANCES

- WENT PUBLIC IN JULY 2007
 - THE STOCK WAS FIRST LISTED AT \$18 PER SHARE
- TODAY'S SHARE PRICE: \$415.90 USD (FEB 4)
 - DAY RANGE: \$408.43 - \$417.91
 - 52 WEEK RANGE: \$226.19 - \$480.94
- REVENUE: 9.62 B (18% INCREASE FROM LAST YEAR)
- MARKET CAP: 50.58 B




NASDAQ:
LULU



LULULEMON'S REVENUE HAS GROWN BY ABOUT 20% YEARLY, REACHING \$8.1 BILLION IN 2022 AND PROJECTED TO EXCEED \$11 BILLION BY 2024. THE COMPANY MAINTAINS HIGH GROSS MARGINS ABOVE 55%, THANKS TO ITS PREMIUM PRICING AND EFFICIENT OPERATIONS. GROWTH IS DRIVEN BY INTERNATIONAL EXPANSION, NEW PRODUCTS, AND STRONG E-COMMERCE SALES.



THE MAJORITY OF LULULEMON'S
SHARES ARE HELD BY
INSTITUTIONAL INVESTORS.

INSIDER OWNERSHIP:

1. **INSIDERS (EXECUTIVES AND BOARD MEMBERS) OWN A RELATIVELY SMALL PERCENTAGE OF SHARES (~1-2%).**
2. **NOTABLE INSIDER ACTIVITY INCLUDES OCCASIONAL STOCK SALES BY EXECUTIVES, WHICH IS COMMON FOR COMPENSATION AND DIVERSIFICATION PURPOSES**

SHAREHOLDERS

1. **FMR LLC (FIDELITY): ~10%**
2. **THE VANGUARD GROUP: ~8%**
3. **BLACKROCK: ~6%**
4. **CAPITAL RESEARCH & MANAGEMENT CO.: ~5%**
5. **T. ROWE PRICE ASSOCIATES: ~4%**

STOCK *Timeline*

1D 5D 1M 6M YTD 1Y 5Y All

Key Events

500.00

-9.81%

yahoo/finance

417.20

400.00

300.00

Mar Apr May Jun Jul Aug Sep Oct Nov Dec 2025

MARCH 22 - DECREASED 17% (LOWEST IN FOUR YEARS)

MARCH 25 - LULULEMON STORE THEFT AND POLICE CHASE)

APRIL 4 & APRIL 12 - FORBES ANALYSIS

APRIL 22

MAY 22 - CHIEF PRODUCT OFFICER RESIGNS

JUNE 6 - LULULEMON BELT BAG SALE

JULY 24 - LEGAL ACTION BY ROSEN LAW FIRM

AUGUST 26 - EVENT LINK

SEPTEMBER 9 - PENDING CLASS ACTION LAWSUIT, FTC CASE

SEPTEMBER 17

SEPTEMBER 27

NOVEMBER 1

NOVEMBER 20 - EXECUTIVES SUED OVER DEI PROGRAM)

DECEMBER 9 - FORBES ANALYSIS



COMPETITORS

LULULEMON'S HIGH STOCK PRICE (\$415.90) AND STRONG EPS (\$13.86) REFLECT ITS RAPID GROWTH AND PREMIUM POSITIONING IN ATHLEISURE. THOUGH ITS REVENUE (\$8.9B) IS SMALLER THAN NIKE'S, IT REMAINS HIGHLY PROFITABLE WITH A MODERATE P/E RATIO (29.6). THIS MAKES LULULEMON A STRONG BUT EXPENSIVE STOCK, APPEALING TO GROWTH-FOCUSED INVESTORS.

Compare up to three stocks to (ATZ.TO) by adding the symbol or company name.				
	ATZ.TO Aritzia Inc. 69.22 +1.48%	LULU Lululemon Athletic... 415.9 +1.37%	NKE NIKE, Inc. 76.72 +0.17%	ADS.DE adidas AG 253.6 +0.04%
As of Feb 04, 2025	ATZ.TO Aritzia Inc.	LULU lululemon athletica inc.	NKE Nike, Inc.	ADS.DE adidas AG N
▼ Market Value	L 5.46B	50.65B	H 113.48B	47.02B
▼ Enterprise Value	L 5.86B	50.29B	H 115.59B	50.11B
▼ Price to Earnings	59.83	29.67	L 23.64	H 119.01
▼ Diluted Earnings Per Share	L 0.80	H 13.83	3.24	2.47
▼ Forward Dividend & Yield	--	--	H 1.60 (2.09%)	L 0.73 (0.28%)
Sector	Consumer Cyclical	Consumer Cyclical	Consumer Cyclical	Consumer Cyclical
Industry	Apparel Retail	Apparel Retail	Footwear & Accessories	Footwear & Accessories
CEO	Ms. Jennifer Wong	Mr. Calvin R. McDonald	Mr. Elliott J. Hill	Mr. Bjorn Gulden

Company	Stock Price	Market Cap	Revenue (TTM)	EPS (TTM)	P/E Ratio (TTM)
Lululemon Athletica	\$415.90	\$52.8B	\$8.9B	\$13.86	29.6
Aritzia	\$52.50	\$5.5B	\$1.8B	\$0.79	61.08
Nike	\$76.72	\$120.5B	\$46.3B	\$3.25	23.6
Adidas	\$131.15	\$47.0B	\$25.13B	\$2.65	98.74

Honorable
MENTION



ANALYSIS

- (LULU) HAS GARNERED A "MODERATE BUY" CONSENSUS FROM ANALYSTS. THIS ASSESSMENT IS BASED ON EVALUATIONS FROM 30 WALL STREET ANALYSTS, WITH 20 RECOMMENDING A "BUY," 8 SUGGESTING A "HOLD," AND 2 ADVISING A "SELL."
- JEFFERIES MAINTAINS A "SELL" RECOMMENDATION, CITING CONCERNS OVER VALUATION, INCREASING COMPETITION, AND POTENTIAL DECLINES IN U.S. SALES AND EARNINGS PER SHARE FOR 2025
- THE COMPANY REPORTED A MODEST RISE IN U.S. SALES AND SUBSTANTIAL GROWTH INTERNATIONALLY, INCLUDING A 39% INCREASE IN CHINA AND A 27% GLOBAL UPTICK.
- LULULEMON'S STOCK HAS SURGED 82% OVER THE PAST SIX MONTHS, REFLECTING STRONG PERFORMANCE AND GROWTH PROSPECTS

Lululemon Athletica inc. (LULU)

\$415.90

+\$5.69 (+1.39%) Today

\$415.00 -\$0.90 (-0.22%) After Hours

1D

5D

1M

6M

YTD

1Y

5Y

MAX



Business NEWS

WSJ WSJ

Why Tariffs Will Hit Canada Goose Jackets but May Spare Lululemon Pants

Shares of both Lululemon and Canada Goose—two Canadian fashion brands—fell Monday, on concerns about President Trump's 25% levy on imports...

1 day ago



IBD Investor's Business Daily

Trendy Lululemon's Stock Soared 82% In 6 Months; Still Room To Run

Lululemon is experiencing another growth spurt after expanding its line of athletic wear and its global footprint. Last quarter the company...

1 day ago



Anti-counterfeiting news

Lululemon sues storefronts, accusing them of counterfeiting

Canadian sport and leisure clothing brand Lululemon has filed a trio of lawsuits in Illinois, accusing a long list of sellers on major...

5 hours ago



Retail TouchPoints

How Lululemon's CEO Plans to Double the Business Despite Mounting Competition

Lululemon CEO Calvin McDonald plans to double the business, again, despite growing competition than from upstart athleisure brands.

1 day ago



nicholsonstudentmedia.com

Lululemon drops first ever collab with UCF | Life | The Charge

The first ever UCF x Lululemon shop launched at the UCF Campus Bookstore on Thursday with around 30 different exclusive athletic styles.

1 hour ago



Sourcing Journal

Lululemon Files Lawsuits Against E-Commerce Sellers, Alleging Counterfeiting

Three Lululemon lawsuits allege a group of e-commerce sellers on sites like Shein, Temu and Wish are hawking counterfeits violating the...

11 hours ago



MarketBeat

Golden State Equity Partners Has \$243,000 Position in Lululemon Athletica Inc. (NASDAQ:LULU)

Golden State Equity Partners lifted its position in shares of Lululemon Athletica Inc. (NASDAQ:LULU - Free Report) by 10500.0% in the 4th...

16 hours ago



Forbes

Lululemon's "We Made Too Much" Section Is Full Of Great Finds

Lululemon's "We Made Too Much" section is pretty much an open secret. Here are the best deals featured there this week, according to our...

4 days ago



The background image shows two women in athletic attire standing on a green field with white yard lines. The woman on the left is wearing a light grey blazer over a dark top and dark shorts. The woman on the right is wearing a dark jacket over a light green top and dark shorts. They are both looking towards the right. In the background, there are stadium bleachers and a large, semi-transparent red Lululemon logo on the right side.

QUESTIONS

WHAT CAN LULULEMON DO TO STAND OUT FROM THEIR COMPETITORS AND KEEP UP WITH THE GROWING TRENDS?

HOW WILL THE CANADIAN TARIFFS AFFECT LULULEMONS BUSINESS IN AMERICA?