

For Immediate Release

## **Stylish on and off the court - lululemon launches women's basketball apparel line**

lululemon launches its first-ever women's basketball wear with Sabrina Ionescu as the collection endorser.

VANCOUVER, British Columbia (April 1, 2024) – lululemon proudly announces the launch of its first-ever women's basketball apparel line - "Score with Style," with Sabrina Ionescu, the renowned 3-point shooter, as its collection endorser. This milestone marks an exciting expansion for lululemon, reinforcing its commitment to providing high-quality activewear for any athlete. The line will be available online and in physical stores in the U.S. and Canada starting May 1, 2024, with a series of member-exclusive special events.

The "Score with Style" collection will first be available both online and in stores in the U.S. and Canada on May 1, 2024, followed by the Asia and Europe regions. The diverse collection ranges from traditional basketball jerseys and shorts to fashionable basketball-style outfits such as dresses and tear-away pants, blending chic style with professional functionality. To celebrate this exciting moment, lululemon will host a series of member-exclusive events, including the in-store DIY jersey experience.

Nikki Neuburger, the chief brand officer, emphasizes the collection's dedication to innovation and inclusivity. "We're committed to empowering different types of athletes to perform their best while feeling confident and modish. This women's basketball apparel line marked our determination to provide female athletes with high-performance gear to boost their game."

Highlights of the "Score with Style" collection included:

- A partnership with Sabrina Ionescu, a leading figure in women's basketball as lululemon's first basketball player endorser, to empower female athletes worldwide.
- High-quality fabrics such as polyester and nylon designed for traditional basketball jerseys and shorts, enhancing breathability, flexibility, and durability.

- Premium designs offering exceptional comfort for basketball-style outfits, including the basketball dress, tear-away pants, and tank top available in multiple colors.
- Versatile layering options, from light-wear jackets to moisture-wicking tops, allow athletes to adapt to changing temperatures and environments while maintaining peak performance.
- Tailor-made services are available for schools and organizations seeking basketball uniforms.

For more information about the new collection of lululemon, please visit [lululemon.com](https://lululemon.com).

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### **About lululemon**

lululemon (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.

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