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lululemon announces strategic partnership with 7mesh

VANCOUVER, British Columbia -- lululemon athletica inc. and 7mesh Industries Inc., an emerging global brand in high performance cycling apparel, today announces a strategic partnership to co-create and push the boundaries in advanced technical apparel.

“We’re always open to unlock opportunities to fuel our innovation pipeline,” said lululemon CEO Laurent Potdevin. “In bringing together 7mesh’s extensive technical apparel expertise and performance-focused mindset with the capabilities of our industry disrupting R&D Whitespace™ team, we perfectly blend fashion and function to co-create transformational products for our guests.”

Building on the success of its pioneering engineered sensation, Whitespace™ R&D is an investment priority and catalyst for innovation through its creation of new fabrics and construction technologies, product testing and future concept development.

“We’re excited to partner with industry leaders like 7mesh, building deep technical capabilities that will enable us to scale the cadence of innovation we deliver to market,” added COO Stuart Haselden.

7mesh CEO Tyler Jordan commented: “Working in close partnership with lululemon’s Whitespace™ team is an incredible opportunity for us. We’re excited to push the state of the art together in co-creating the most advanced technical performance apparel available.”

Located in Squamish, British Columbia, 7mesh is in close proximity to lululemon’s Vancouver headquarters. Alongside the strategic partnership, lululemon has made a minority investment in 7mesh which was advised by Tim Dahms, Managing Director at Financo.

About lululemon athletica inc.

lululemon athletica inc. (NASDAQ:LULU) is a healthy lifestyle inspired athletic apparel company for yoga, running, training, and most other sweaty pursuits, with products that create transformational experiences for people to live happy, healthy, fun lives. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit www.lululemon.com.

About 7mesh Industries Inc.

7mesh Industries Inc. believes cycling should be an adventure. Whether it’s for climbing the highest passes, traversing the backcountry, or exploring the urban core, 7mesh crafts apparel that makes athletes confident and comfortable in any environment. For more information, visit www.7meshinc.com.

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