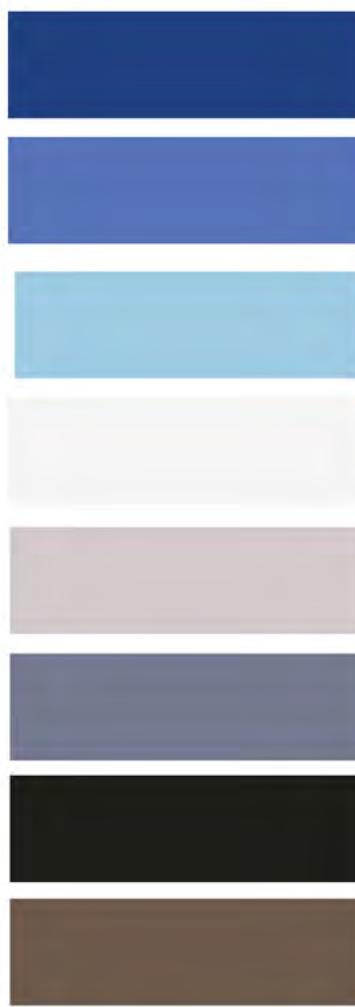


SERENE PROTECTION



SERENE PROTECTION

PRE SPRING 2019



- INSPIRED BY THE **RUGGED AND ETHEREAL ICELANDIC LANDSCAPE** AND **CULTURED URBANITY** OF REYKJAVIK.
- THE BLURRED LINES BETWEEN A LIFE LIVED IN THE CITY AND CONNECTED TO THE OUTDOORS. SERENE AND EDGY. ADAPTABLE AND USEFUL. CALM AND INTENSE. DAY MERGING INTO NIGHT.
- A PRE-SPRING COLLECTION THAT IS ALL ABOUT **TRANSITIONS**; THE EVER CHANGING CLIMATE OF THE SEASON, WITH ONE FOOT IN WINTER AND ONE FOOT IN SPRING. THE **LAYERING AND CONVERTABILITY** OF GARMENTS CREATES AN **ENDLESS-LY VERSATILE WARDROBE** THAT TRANSITIONS FROM GYM TO COFFEE TO THE OFFICE.
- DESIGNED WITH THE **SPIRIT OF 90'S AVANT GARDE DESIGNERS** LIKE HELMUT LANG, COMMES DES GARCONS, AND REI KAWAKUBO, WHO FOCUSED ON THE **PURITY AND ANDROGENY OF CONSIDERED MINIMALISM**.
- **ELONGATED LAYERS** AND **OPPOSING VOLUMES** WITH A NOD TO **UTILITY**.
- FABRICS EMBODY **TECHNICAL PROPERTIES** AND THE OPPOSING AESTHETICS OF THE LANDSCAPE: **MATTE AND PAPERIE, SHIMMERING AND SILKY, GAUZY AND TACTILE, COMPACT AND TOUGH**.

a sustainable life



INNOVATION AND SOCIAL RESPONSIBILITY

- The Lululemon Lab customer cares about how her consumer choices affect the planet, and wants to invest in brands that innovate for change.
- fabrics made from recyclable materials and ocean waste, that use water-saving wash processes and closed-loop production practices should be part of the story for Lululemon.

sonic landscapes



minimal soundscape-graphics with an urban edge for tee and print inspiration. Northern Lights, Linear Topographies. A muted, pastel and monochrome palette.

urban functionality



SLEEK and USEFUL

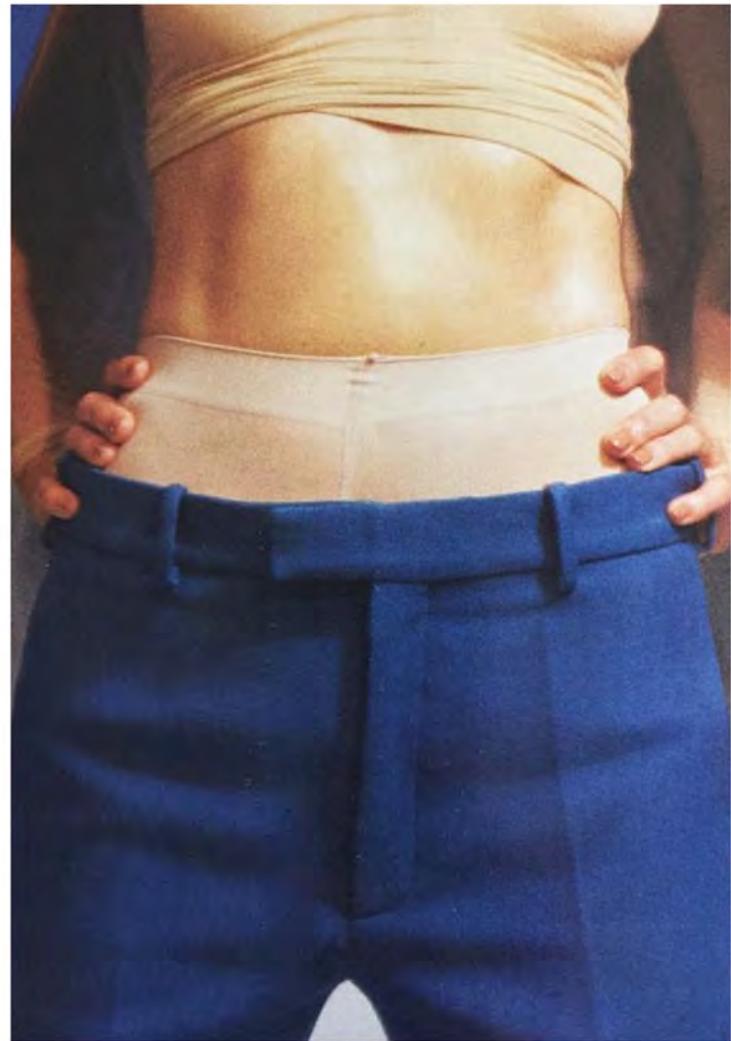
- Considered and concealed details that transform well designed sportswear to functional and clever activewear, and are a signature of Lululemon Labs' design ethos.
- Wearable tech and useful and subtle details that help keep you hands free

90's active knit dressing



- TO & FROM KNITS: Minimal Simplicity, inspired by the avant garde designers and relaxed edge of the 1990's; Helmut Lang, Commes des Garcons, Rei Kawakubo..
- Columnar shapes in stretch performance fabrics (wicking and thermoregulation), ideal for layering and polished & speedy post-gym outfit completors, with an active and feminine spirit.

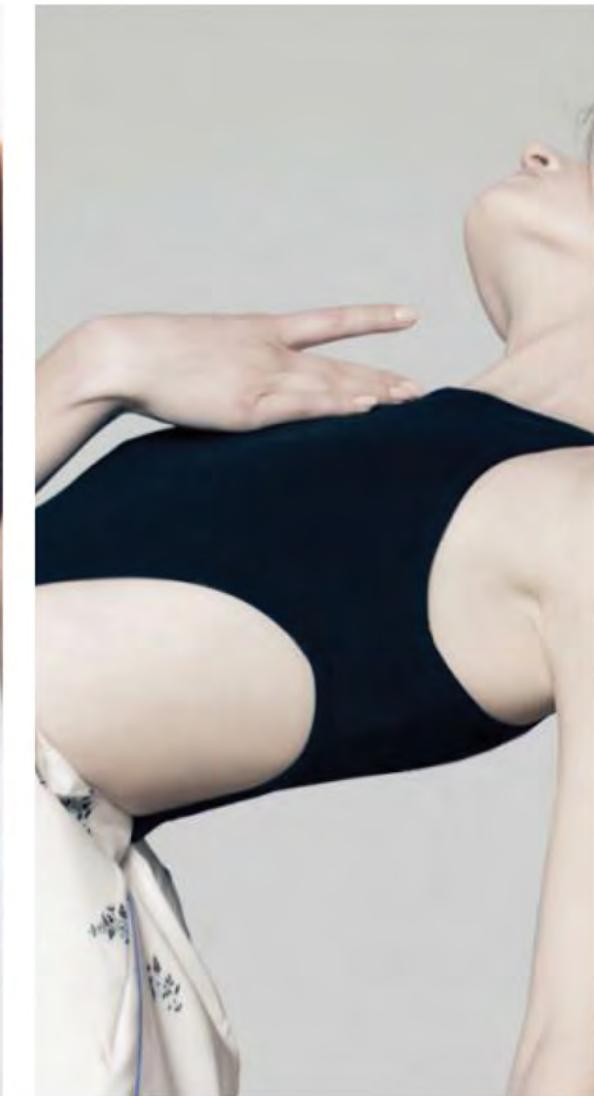
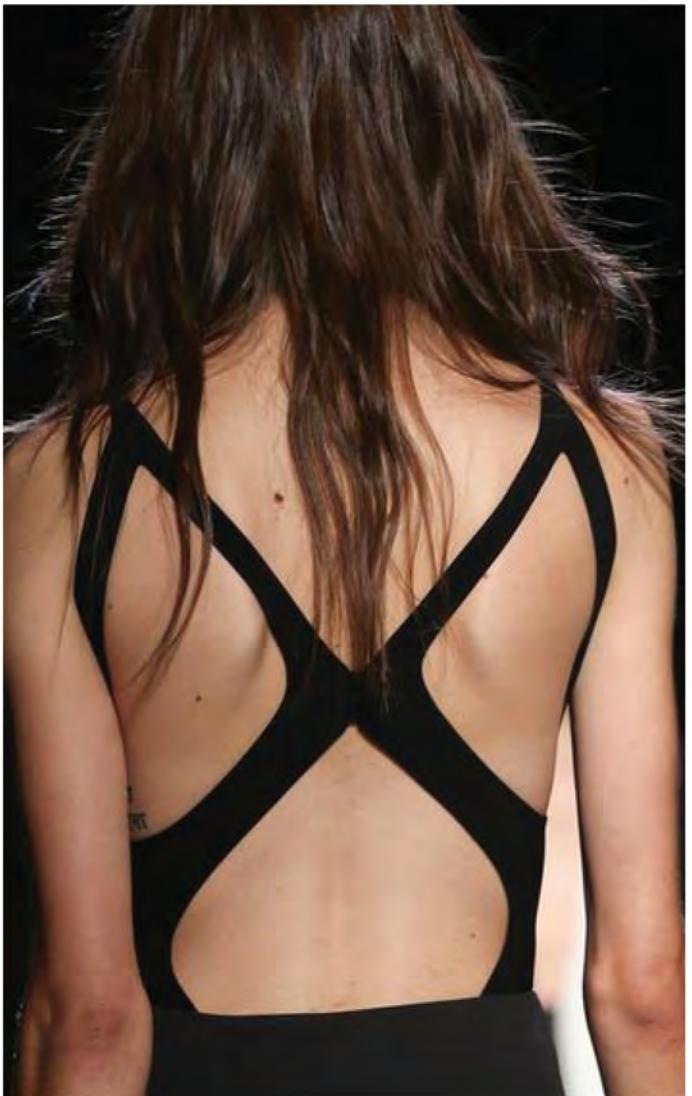
active techno-cotton separates



CITY MEETS SPORT, WORK MEETS PLAY.

- Sporty, utility inspired separates.
- Easy volumes, loosely based in androgenous 90s tailoring.
- Comfort, breathability, wicking.
- Cool-touch, cotton nylon fabrics

bold and sensual straps



SUBVERSIVELY SEXY.

- Sensual and sporty contours with a minimal & street attitude. Exposing and concealing.
- sportsbra and knit tops
- silk touch Everlux knit,

utilitarian straps



MODULAR UTILITY:

- built-in straps that convert pieces for varied usage, allow the wearer to adapt to changing temperatures during sprintime hikes , runs and city errands, leaving the hands free.

technical pleat and fold



THE ARCHITECTURE OF THE WILD AND THE CITY

- The pure and raw geometry of undone pleats. Rendered in tissue weight nylon, a sense of structure and delicacy. A feminine foil to the androgyny of outerwear and technicality.
- to & from layering that pulls an outfit together; Pleats thrown on over leggings and tanks post work-out. A modern proportion.

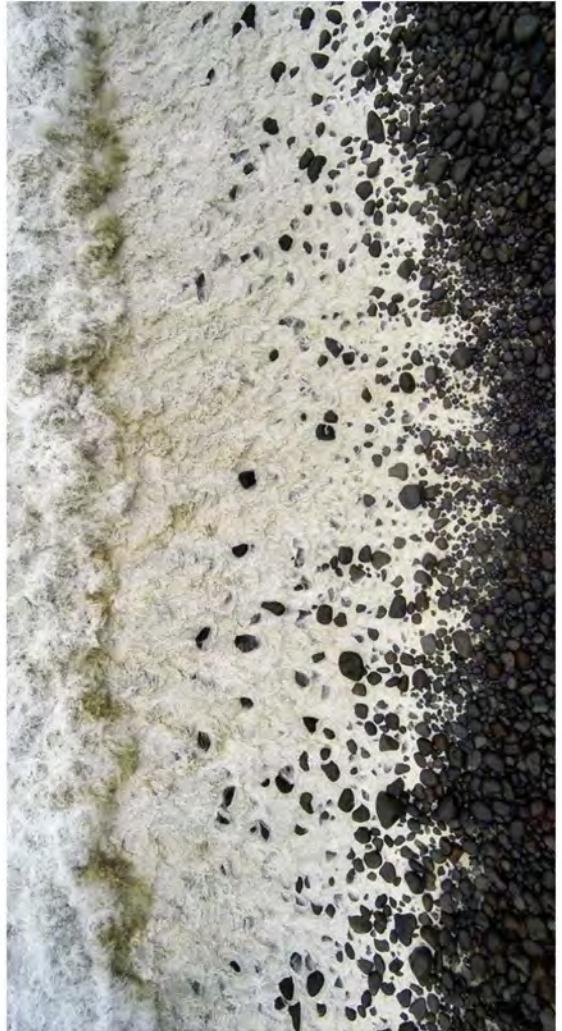
protective cloud



SPRING WEIGHT DOWN

- Light-as-air volume. For the transition from winter to spring, indoor to outdoor, day to evening.
- A modern streetwear attitude with true sport functionality.
- an attitude of urban protection with a delicate, tactile edge.

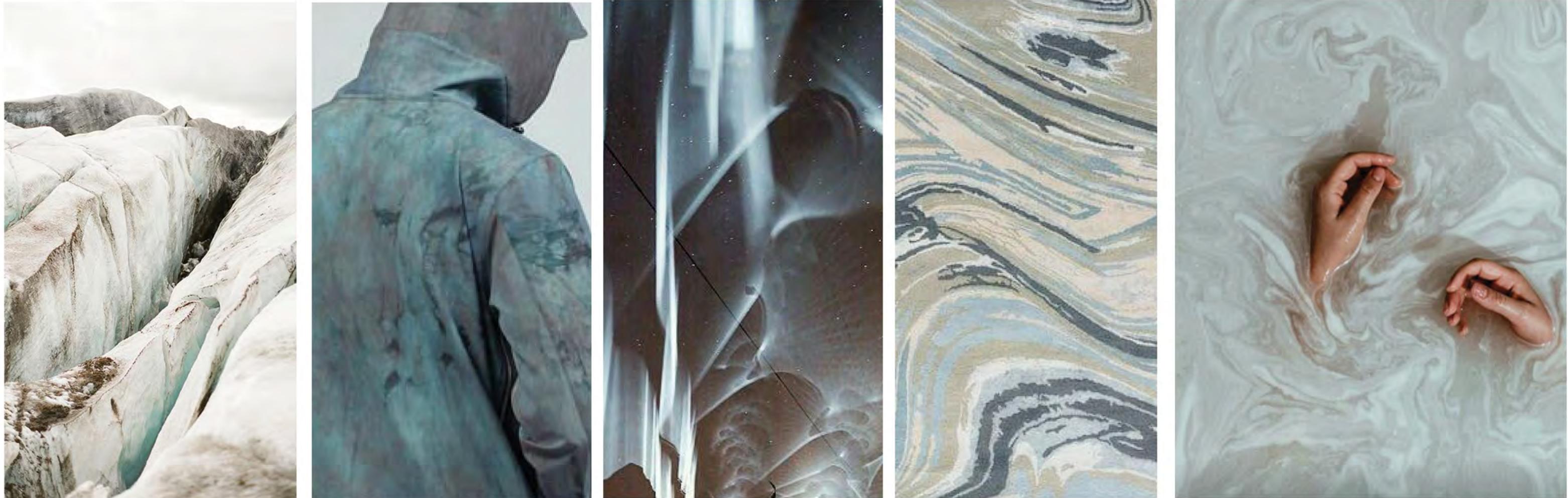
street-to-run fleece



SHERPA LAYERING

- Foamy & lightweight textured sherpa fleece
- a transitional sweatshirt and hoodie alternative
- active trim and function: zippers for air circulation, phone pockets.

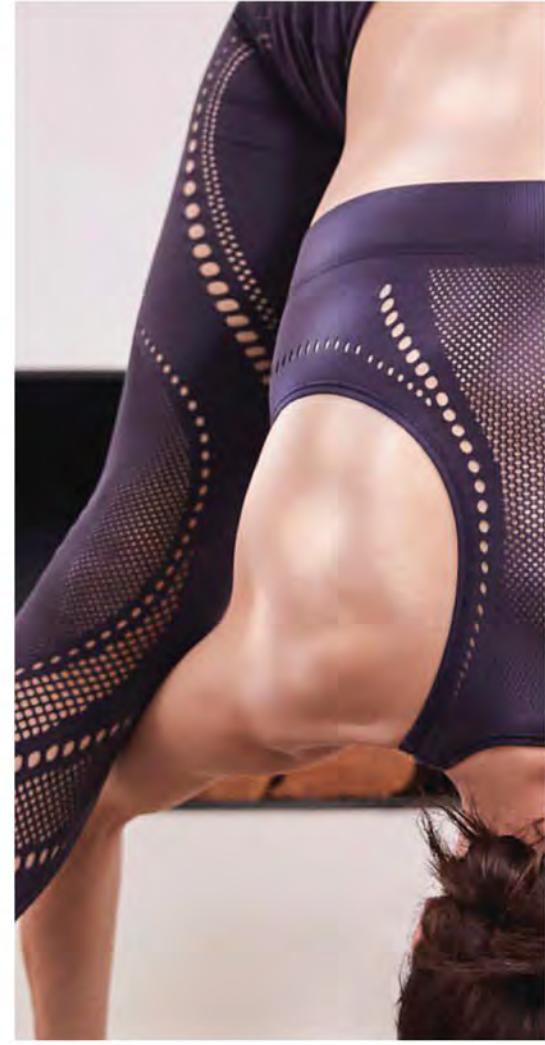
northern lights



PATTERN and TREATMENT INSPIRATION: ICE, WATER, SKY.

- inspired by the ribbons of the northern lights, the mineral waters, and the icy undulations of the Icelandic landscape. Evoking serene movement in a bleached palette: the snow melt of early spring.
- FOR DIGITAL PRINTS, DYE PROCESSES, & WASH INSPIRATION

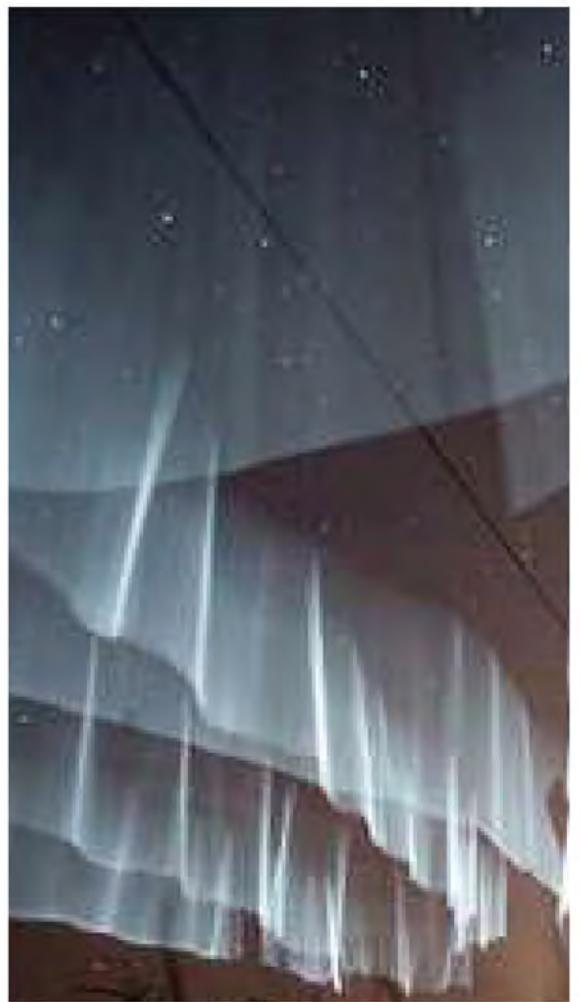
engineered mesh and pointelle



TECHNO DECORATION WITH FUNCTION AND FORM

- engineered mesh/pointelle design
- cool and eye catching to & from yoga leggings and sportsbra that build off the signature success of Lululemon bestsellers.
- inspired by the modern, open architecture of Reykjavik and the scattered coastline ice flows, body contouring

luminous



LUSTROUS TECHNICAL FABRICS AND REFLECTIVE LOGO TRIMS

- Taffeta nylon and shimmering cire for anoraks and spring weight down
- Bungee pulls and exaggerated gathered volumes catch the light for a sporty femininity
- reflective logo HD transfers

