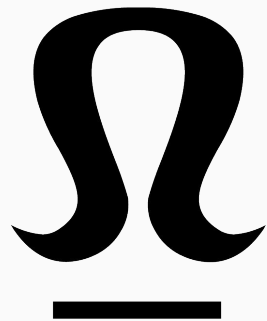




Healthier Communities

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balance

by lululemon

balance by lululemon is a space dedicated to an often overlooked aspect of fitness: rest. The space incorporates both passive and active methods of recovery to help address the needs of a wide range of guests. The goal is to change the perception of rest and help educate communities on the role it plays in becoming the best version of yourself.



Situation

lululemon wants to expand the concept of what a store is by going beyond the products, ensuring that individuals leave stores feeling enriched and better than they were before entering.

Insight

Individuals feel guilty about taking a rest day.

Opportunity

Disrupt the industry by leaning into a whitespace that no other athleisure brand occupies - the concept of rest and recovery. In order for people to achieve their goals and reach their full potential, they need to understand the importance of rest.

Solution

balance by lululemon - a space dedicated to building a community around celebrating rest. Help people make more of their days off to make the most of their days on.



Impact on the 3 Pillars of Well-being

1. Body

By providing guests with a space to participate in both active and passive recovery, they can enjoy the proven physical benefits including: reduction of fatigue and the risk of injury, performance improvements, muscle growth, and healthy sleep.

2. Mind

balance by lululemon challenges the current stigma around rest. It's not something to feel guilty about, it's something that helps you reach your goals. Through education and encouragement, visitors will build a healthier relationship with rest and find greater balance in their lives.

3. Community

By building a space dedicated to recovery, lululemon can help form a community that supports making more of their days off to make the most of their days on.





What's in the Space?

Fuel Space
Movement Zone
Retail Capsule



How it Works

Enter



balance by lululemon
checks you in when
you enter the space



Secure your belongings
in lockers or cubbies
provided

Recover



Participate in an
ambassador-led class



Guide yourself using
lululemon's
on-demand health and
fitness resources

Refresh



Replenish your body
with proper nutrients



Treat yourself to new
products to help you
feel your best

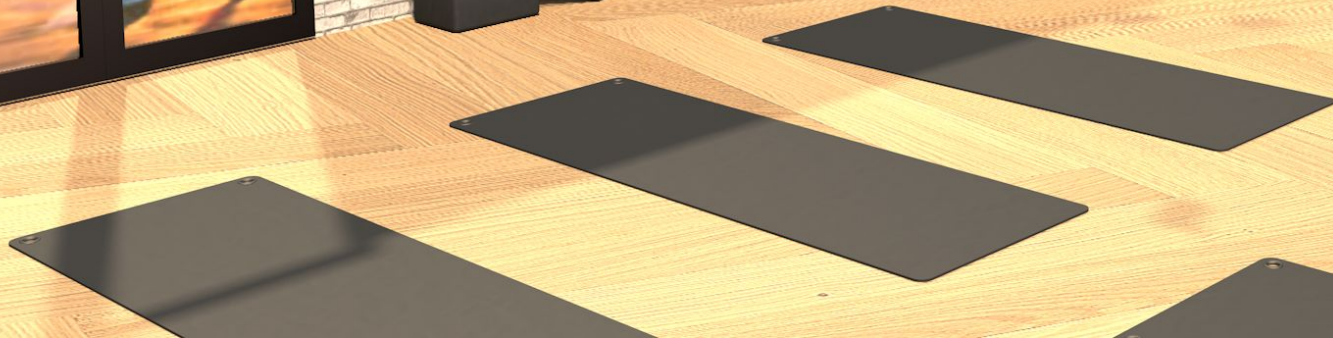
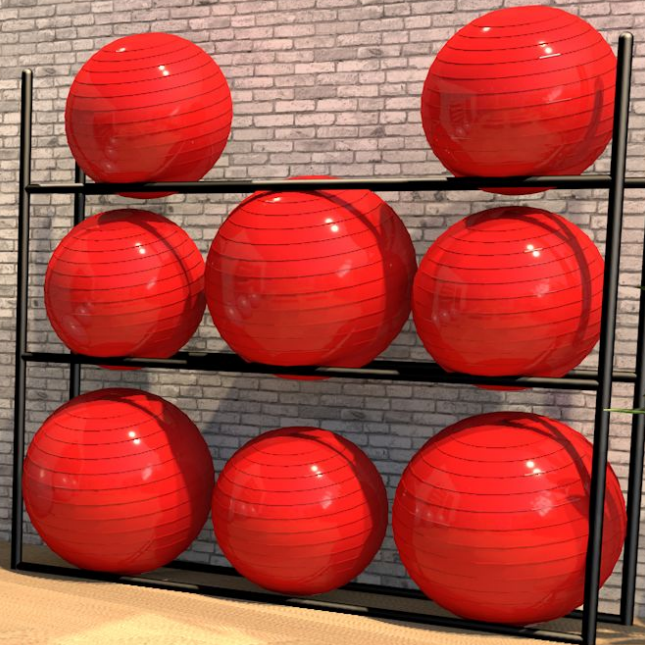
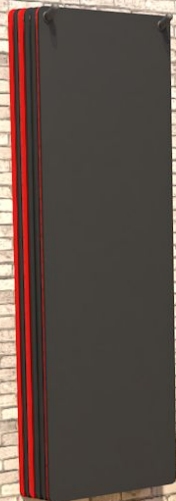


Fuel Space

Refueling with the proper vitamins and nutrients is a crucial element to recovery. We made it easy by providing healthy, grab-and-go options to help you reach your goals.

Movement Zone

Join us in-store for an ambassador-led active recovery session. Timing doesn't fit your schedule? Visit outside of scheduled classes to complete an on-demand session in the company of others, or simply use our equipment and do what makes you feel good.





Passive Recovery

Grab a mat and some headphones and do a self-guided meditation.



Retail Capsule

Shop and try on our select favorites: from Wunder Under leggings, Swiftly tops, Metal Vent shirts, and Surge joggers, to yoga mats, blocks, stretching straps, and other accessories. On-site educators can help you find the best product for your recovery goals. Item or size not available? Shop from the in-store tablet that provides an endless aisle.

Retail Capsule

Freshen up at our sink station by trying out the self-care products for yourself. Maybe you'll decide you want to take them home.



Retail Capsule

YAY TO REST DAY





Rest guides

Events

Rewards

Rest day, yay

You've completed 1 out of
3 rest days this week



7 stretches to do this rest day

Justin Reid



This series of movement focuses on opening up the hips to promote mobility during your next workout.



Shop



Stores



Community



Balance



Faves

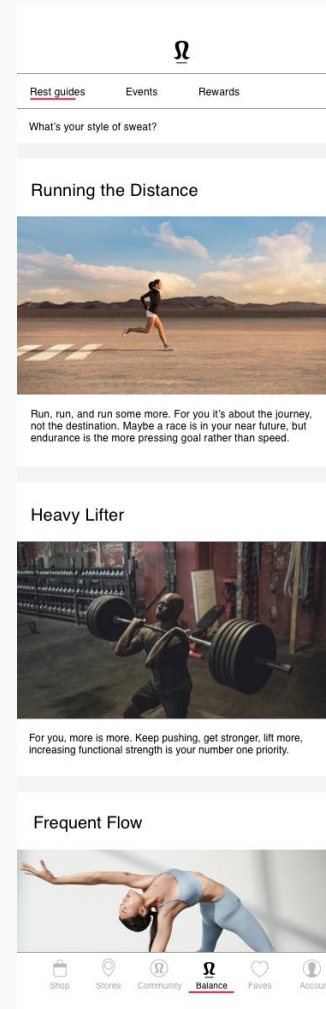
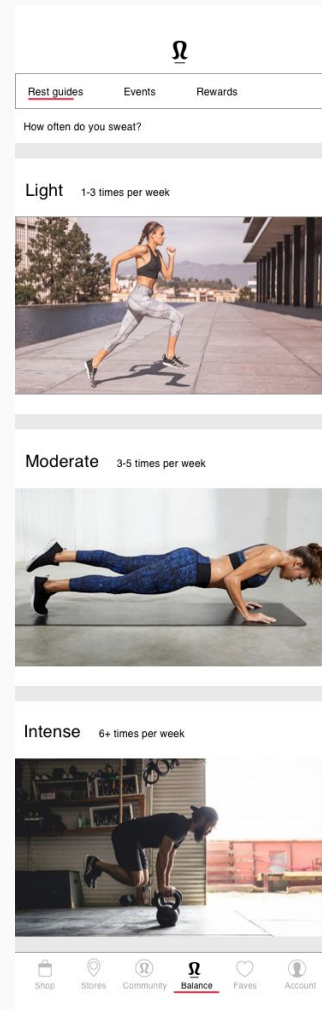


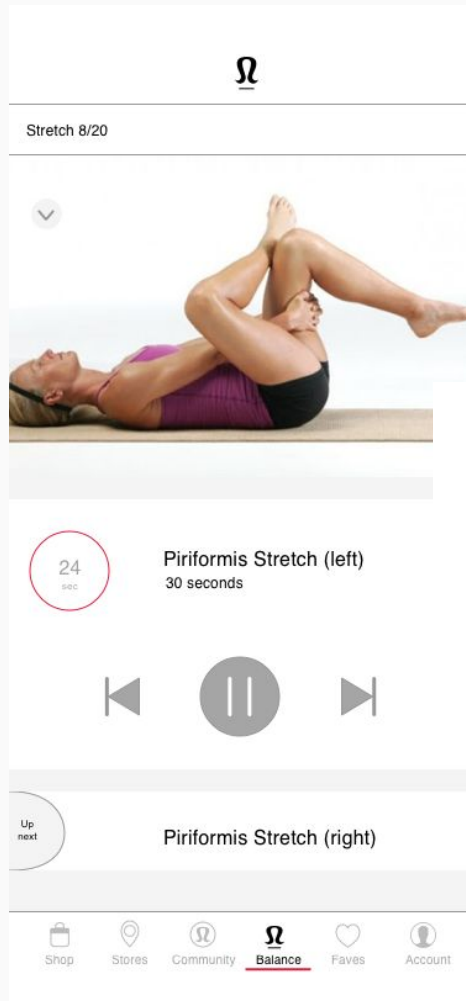
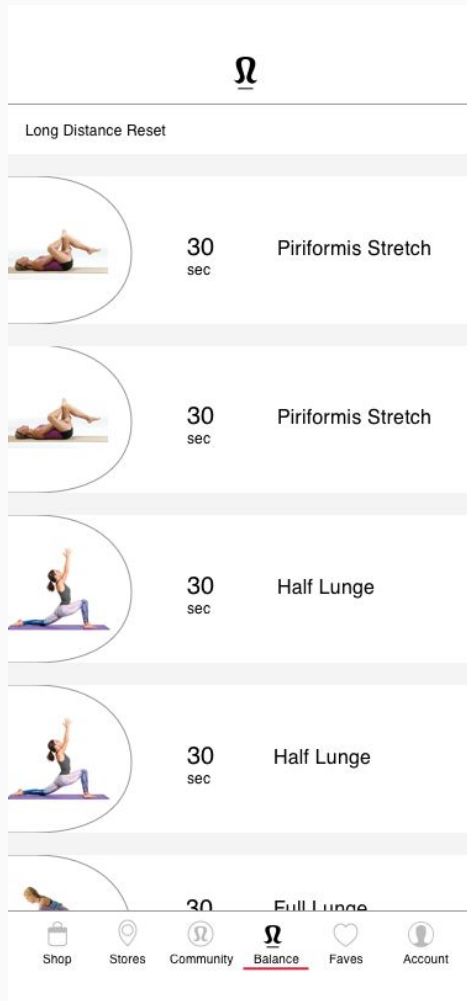
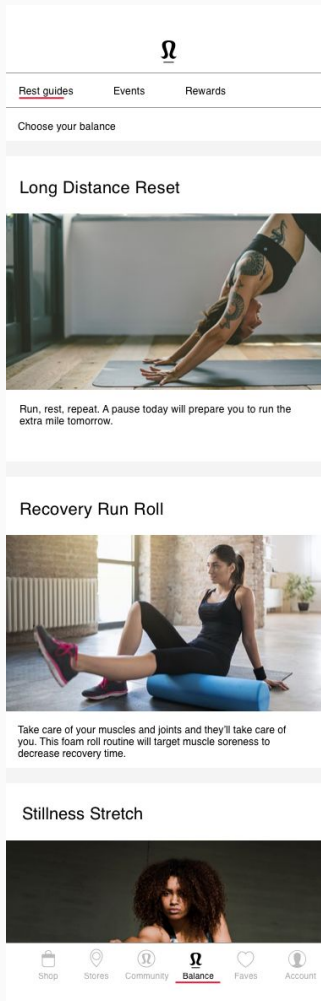
Account

App Integration

A new section in the lululemon app will help users make the most out of their recovery days with specialized rest guides, events at their local **balance by lululemon** location, and rewards to keep them coming back.

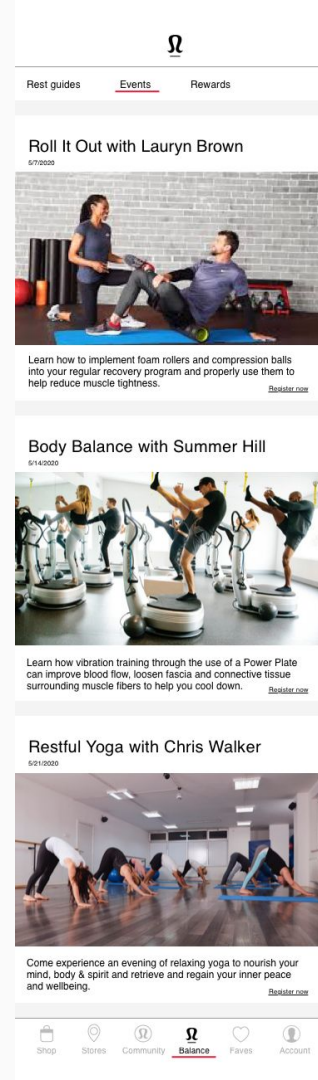
Rest guides are tailored to fit users needs based on their level of activity and types of workouts.





Rest guides provide a structured routine to help maximize your rest days. Videos are available to demonstrate each movement and stretch.

The events page shows the workshops that are happening at **balance by lululemon**, allowing users to stay up to date and plan visits in advance.





Rest guides

Events

Rewards

You've completed 30 rest days, that's awesome

Celebrate your balance with this 15% off coupon towards your next purchase

Coupon code:
YAYRESTDAY



Your rest in review

346

minutes resting

16

mindful meditations

14

rest guides



Shop



Stores



Community



Balance



Faves



Account

Users are rewarded for their rest days. Using geolocation, **balance by lululemon** will check in guests when they enter the space and track the time that they spend resting.

Why it Works

1.

There's a need and a whitespace.

Rest and recovery are important aspects for reaching one's full potential; however, people feel they need permission to take a rest day. lululemon can be the brand to disrupt the category by holistically owning rest and recovery days - starting with **balance by lululemon**.

2.

Goes beyond product to make a greater impact on the world.

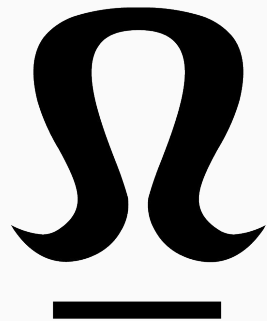
balance by lululemon propels the brand beyond product and extends it outside of the traditional retail category. By changing the conversation around rest and recovery days, lululemon is creating healthier behavior and habits.

3.

Addresses the Well-being Pillars.

balance by lululemon not only provides people with a space to go on their rest and recovery days, it allows them to connect with others for support along the way. **balance by lululemon** positively impacts the body, mind, and community.





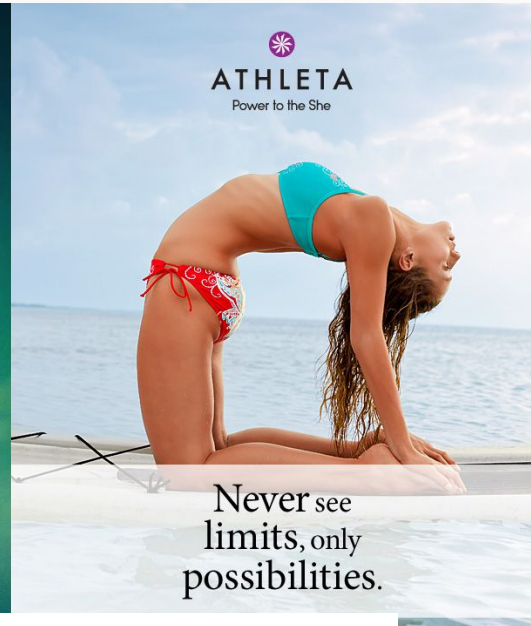
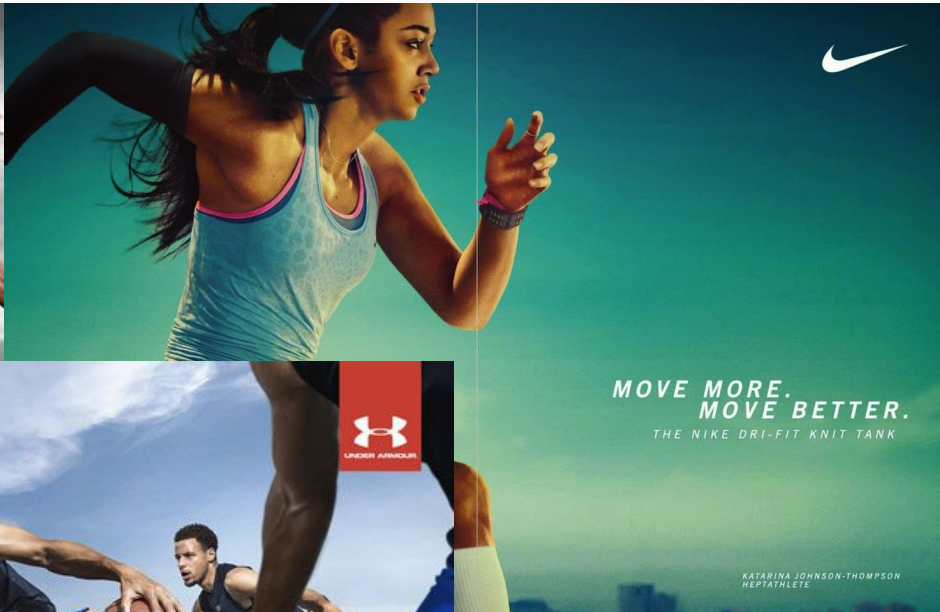
balance

by lululemon

Appendix



Whitespace



Most athletic brands urge people to squeeze in more workouts and push themselves to accomplish their goals. There's a whitespace for lululemon to lean into the idea of "rest" and encourage people to strike a balance between working and resting to reach their full potential.



How Balance by Lululemon Meets The Requirements

1. Propose a solution that can be applied to the store environment

- If you want the company to be seen as not just a retailer, you have to be more than your product
- Solution: transform store to not be about product, instead be about experience (experience first, product secondary - minimal part of store)

2. Propose a solution that is based on current scientific understanding

- Rest/recovery has multiple benefits on body and mind + can help you reach goals
- People feel guilty about resting, but it is necessary

3. Address a pillar of well-being as discussed in the background section; Mind, Body, Community. Note, submissions will not be judged more favourably if they address all pillars. Rather emphasis should be placed on the anticipated impact on overall guest well-being, with interventions with larger impact on guest well-being considered more favourable.

- Addressing body and mind primarily with community being secondary
 - Lululemon already has a lot of initiatives around community already existing

4. Focus on addressing proactive human well-being and not on alleviating clinical conditions.

- By instilling the practice of recovery and encouraging people to schedule it into their days/make it a part of their routines can help to prevent burnout and injury

5. Fit within a space the size of a store location or smaller (<1000sqft)

- Yes, this idea can be scaled up or down depending on the space available.

How Balance by Lululemon Addresses the Grading Criteria

Impactful

1. **Does the idea impact one or more of the three pillars of well-being?**
 - Yes
2. **In what way does it influence a pillar? What type of individual and community would benefit from the idea?**
 - a. Body - by promoting rest days, you are able to accomplish more of your goals. Reduces muscle fatigue, allows muscles to build and repair
 - b. Mind - by eliminating the guilt around “rest and recovery.” Helps reduce mental burnout.
 - c. Community - gives people a place to participate in recovery together and a community of supporters who encourage taking a “day off.”
 - d. Target - individuals who are active and elite in their training. More likely to feel guilty with rest, individuals who are becoming more active and helping them establish healthy habits from the beginning
3. **How big an effect is expected in terms of size of audience and depth of impact of the solution on individuals and a community?**
 - a. 41 million Americans have gym memberships, although only 16 million go to the gym on 100 days or more. By gender, 50.1% of males and 42.1% of females are getting sufficient exercise.
 - i. Primary Audience - go to the gym 100 days or more
4. **Does this idea have the potential to “disrupt” the well-being industry**
 - This has potential to change the ways in which athletic-focused companies talk to their consumers. Instead of the “work harder” mentality, this can bring more of a focus on working smarter.

How Balance by Lululemon Addresses the Grading Criteria

Unique

1. How is the solution unique & innovative?

- Whitespace - no other activewear brands are focused on encouraging people to rest/take an off day to help them accomplish their goals on their on days

2. How does the proposed solution differ from existing solutions addressing human well-being?

- Existing solutions focus on one pillar of recovery. Active or passive. This is a holistic approach. It is aimed at working in tandem with current activity, not meant to replace anything, but meant to be scheduled into people's days/weeks.
- Some studios have things that tackle some aspects of rest days/recovery workouts (i.e. Restorative yoga), but other places don't include recovery workouts as offerings (no cycle recovery class) and might not be good about the education of why rest and recovery is important.

3. Is the idea currently utilised in other settings? Or is it completely 'new-to-world'?

- Aspects of what the space offers is being used elsewhere, but the entire package/concept of it is non-existent currently.

4. Is there a unique human, business, cultural or technological insight?

- Recovery is an important, but often overlooked aspect of fitness. With so much focus on training harder, people actually feel guilty about incorporating recovery into their training.

Evidenced-Based

1. Does current scientific understanding support the plausibility of the idea? If so, how?

- a. See above (#2 under minimum requirements)

How Balance by Lululemon Addresses the Grading Criteria

Feasible

- 1. Does the technology and understanding exist now? Is it likely to exist in the next 3-5 years?**
 - Yes
- 2. What key challenges would need addressing to successfully realise such an idea?**
 - Lululemon would need to be able to identify markets where this could be the most successful and realistic. They would need to obtain the physical space and promote it in their retail stores.
 - Showing rest/recovery has a real purpose for our target that feels guilty about rest days. And how lululemon talks about athletics.
- 3. How will it utilize the physical space?**
 - Translate the space to be more of a “Studio” for passive and active activities. Space will be divided into 3 main areas:
 - Largest portion of the space will be for group sessions/workshops
 - Include equipment such as yoga mats, foam rollers, light weights, stretching bands etc (*utilizing wall space to hold equipment to make best use of the space*)
 - Small portion of product (small capsule of clothing, singular change room/curtained off area, accessories, and self care products) (*with ipad available for endless aisle, and educator present to help guests find their right fit*)
 - Small portion for “juice bar” and seating area

How Balance by Lululemon Addresses the Grading Criteria

Feasible

4. **Could there be a plan put in place to implement the idea within 3-5 years? Is there clear milestones identified?**
- Year 1: Start by introducing the concept of rest by hosting group recovery sessions in existing stores. Put on “what we’re up to community boards,” and encourage people to schedule rest days.
 - Year 2-3: Roll out 1-2 “Balance by lululemon” spaces in test markets
 - Year 4-5: Expand spaces across country