



lululemon



MOVEMENT & ENVIRONMENT

- city
- all day all night
- outdoor festivals
- yoga retreat
- group workouts

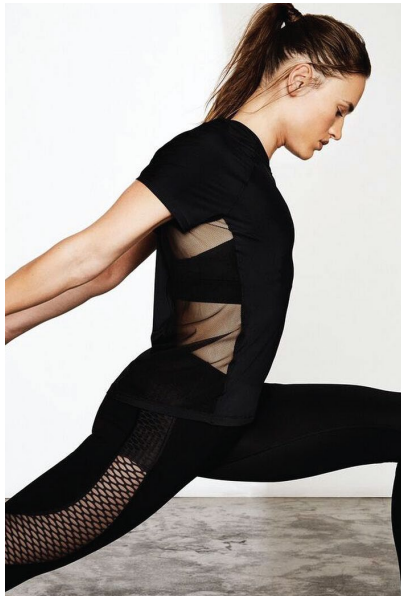
SOLVES

- beautiful breathability
- smart storage solves
- weightless function

CRAFT & DESIGN

- mesh cut-outs
- dynamic framing
- organic contouring
- clean finish + free cut





WHAT HAPPENED

At lululemon I helped champion the use of natural fibres by sourcing and designing into fabrics like cupro, wool, tencel, and cotton spacer. Our design work made the case for these materials, influencing their later adoption into the mainline assortment