

Inclusion, Diversity, Equity, and Action

2024-2025 Highlights

“These milestones– alongside countless other initiatives– capture the progress we can achieve through unity and sustained commitment. We are dedicated to IDEA, which will continue to guide every step we take towards a more inclusive future for all.”

Stacia Marie Jones, Vice President, Global Head of IDEA, Employee Relations, and Employment Policy & Compliance, lululemon

Our IDEA Mission

Expand being well to encompass a culture of inclusion where diversity is celebrated, equity is the norm, and action is the commitment.

2025 Priorities

Our priorities remain focused on continued action through our IDEA function and driving accountability towards progress across all levels of our organization.

- **Inclusive Culture:** Establish accountability to inclusive leadership behaviors.
- **Bias Mitigation:** Reinforce processes and structures that mitigate bias.
- **Guest Inclusion:** Continue targeted efforts to improve guest inclusion.
- **Community Impact:** Further evolve our Supplier Inclusion & Impact programming.
- **Learning Strategy:** Elevate IDEA-led learning and accessibility initiatives.



Our Culture & Community

Inclusion Month

Inclusion Month is an annual celebration of lululemon’s core value of inclusion, and our work to center our people in everything we do. Through global activations, storytelling, and engagement opportunities, Inclusion Month reinforces our efforts to foster a culture where everyone belongs. The content we deliver through this initiative averages over 3,700 views each year since launch in 2021.

Recognitions



7th consecutive year

in Bloomberg’s Gender Equality Index (GEI).

America’s Best Employers for Diversity

recognition received from Forbes.

100 Disability Equality Index Score

achieved for the second year. Recognized as one of the “Best Places to Work for Disability Inclusion.”

Awarded Gold in the DEI category

at Canada’s Sponsorship Marketing Awards for a joint initiative with the Canadian Paralympic Committee (CPC)– Designing for Inclusivity: lululemon x Team Canada.

Designing for Inclusivity: lululemon x Team Canada



Grounded in our Inclusive & Equitable Design practices, this project ensured every Team Canada athlete felt represented in their Paris 2024 athlete kit, with adaptive designs tailored to individual needs. Through this work, we created a first-of-its-kind moment for the Paralympics and were able to extend the impact of this collaborative initiative to the broader community by making these styles available to guests.

Learn more about this initiative [here](#).

IDEA in Action

100%

UX Designers completed digital accessibility learning, in line with our priority to further enable accessibility.

400+

Participants in our Inclusive & Equitable Design Program to date, which equips employees with the tools to apply inclusive design principles to their work, reducing common design errors that create barriers to accessibility.

90K+

Views of 13 global IDEA toolkits launched since 2021 to empower our people to embed inclusive behaviors into the way they work, lead, and make decisions.

100+

Events held by our 11 People Networks open to 39,000 employees' globally. These events focused on building connection, celebrating community, and supporting personal development.

Continued partnership with every senior leader to ensure they had at least one IDEA priority annually.

Developed a Supplier Development Strategy within the Supplier Inclusion & Impact Program to expand educational opportunities for suppliers.

1. This total number of employees includes full-time and part-time employees.