



LULULEMON
TACTICS

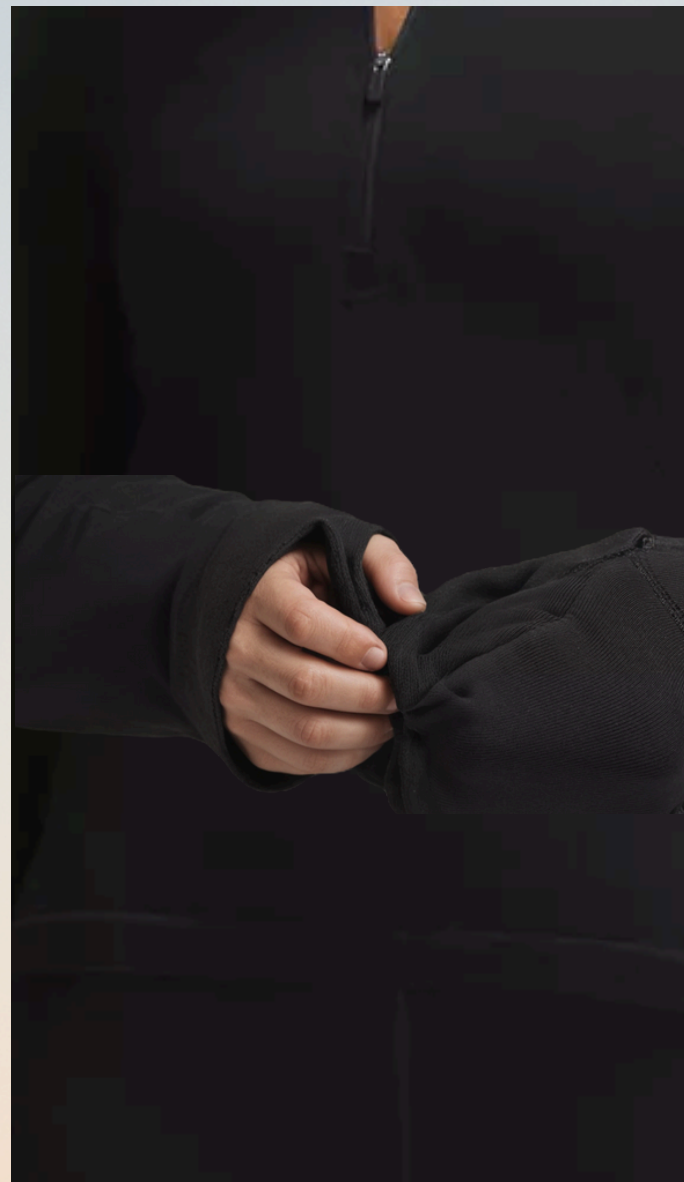
Storyboard: TikTok/Instagram Reels

Music: Nature environment background sound

Venue: Moore Park Ravine Trail **Time:** Morning, sunny day



1. Brand Ambassador is confidently standing in the wood, wearing the product, and doing stretchings.



2. Close up with sunshine on the fabric, hands are slowly tidying the sleeves.



3. Zoom out, upper body is stretching, showing the side seams of the shirt.



4. Doing butt kick, zoom in to the the logo of the pants, zoom out to the bottom (still doing butt kick). Running out of frame (bottom left).



5. Facing back to the camera, running on a trail. Blurring the scene and showing brand logo and name of the product in the center.

Instagram/LinkedIn Post



lululemon "Sun Block is the new game-changer" - @leah_yingling
This new technology adds a UV protection layer to our Everlux fabric, maintaining its original features while providing extra protection. Shop now at the link in our bio.

[#lululemonSUNBLOCK](#) [#lululemon](#) [#uvprotection](#) [#UPF50+](#)

1 min



lululemon

976,582 followers

1 min · 🌐

We are so excited to announce a breakthrough in our Everlux Fabric! The latest version now offers UV protection up to 50+, ensuring extra protection from the harmful UV rays while maintaining all the original features you love.


Enhancing your performance and stay protected with style and sustainability. Discover the "Sun Block" collection today via this link:

<https://shop.lululemon.com/sunblock>


[#Lululemon](#) [#Innovation](#) [#SunProtection](#) [#SustainableFashion](#)
[#Activewear](#) [#EverluxFabric](#) [#SunBlockCollection](#)



Email Marketing




SHOP WOMEN | SHOP MEN



SUN BLOCK

Stay stylish, confident, and shielded from the UV rays with Sun Block High-Rise UPF 50+ Recreation Tight 29"

[SHOP NOW](#)



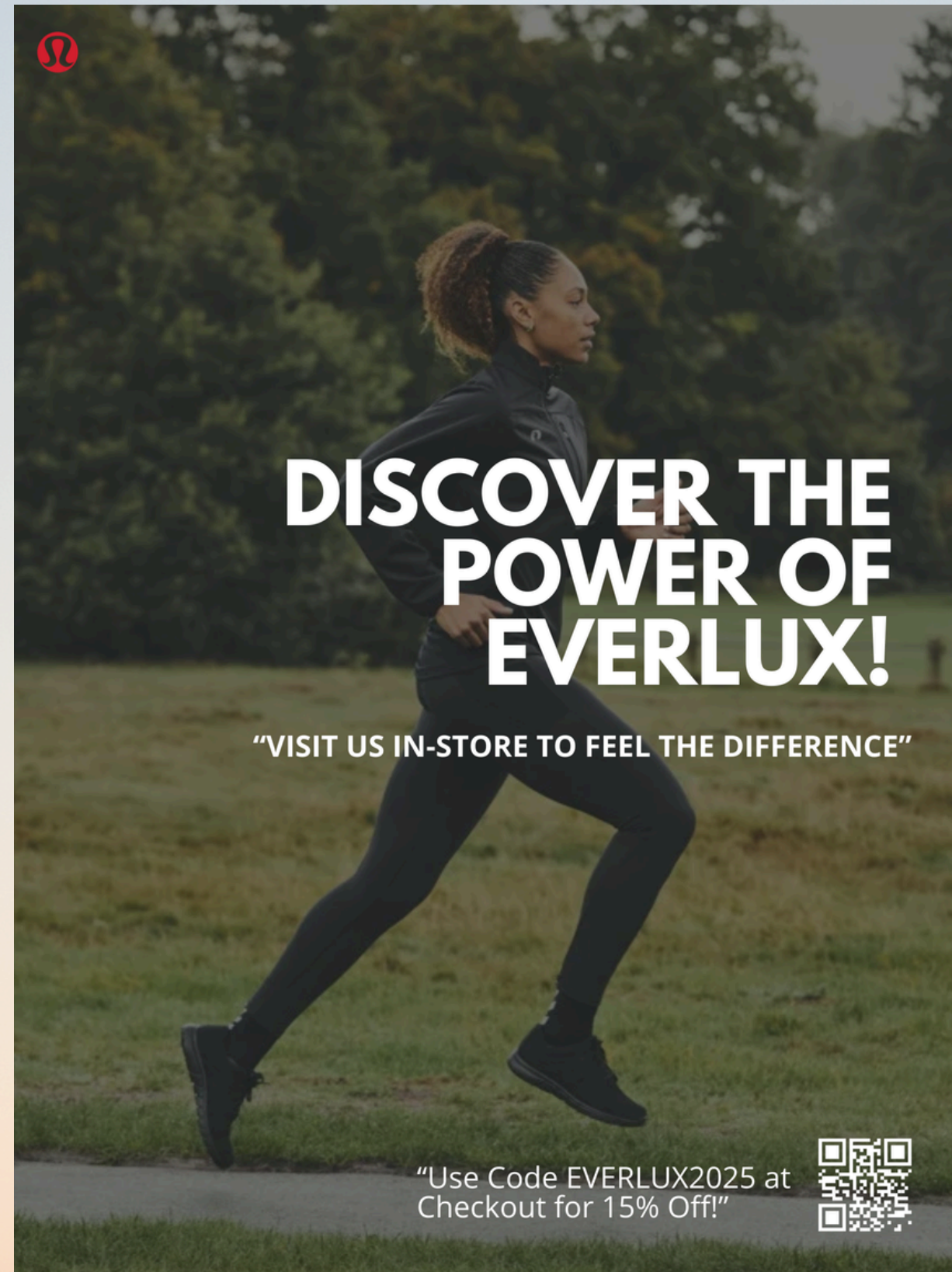
Advanced Everlux fabric with UV protection
Sun Block UPF 50+ Recreation Long-sleeve shirt


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In-Store Campaign





**DISCOVER THE
POWER OF
EVERLUX!**

“VISIT US IN-STORE TO FEEL THE DIFFERENCE”

“Use Code EVERLUX2025 at
Checkout for 15% Off!”

