

Thursday, 5 December 2019

## Lululemon officially launches in Kuala Lumpur



Athletic brand Lululemon has opened two stores in Kuala Lumpur, one in Pavilion KL and the other in Suria KLCC.

The stores may be close in distance, but Lululemon promises they are distinctive in design and guest experience.

The Pavilion store is the largest in Southeast Asia and is decorated with patterns highlighting Malaysia's tropical flora and fauna. The KLCC store is more fluid and bright with its facade of white marble.

Both stores are divided into women's and men's zone, each with their own spacious fitting rooms.

The Canadian label is well-known for its high quality leggings and fashionable athletic tops, and is a favourite among yoga practitioners. It also makes a range of yoga-related products such as yoga mats and blocks.

But the brand is not limiting itself to just one discipline. Last month, Lululemon organised a fitness initiative called Sama-Sama to promote the new stores, working with partner gyms and brand ambassadors in events such as boxing and spin class.

The Sama-Sama branding was done in collaboration with local printmakers Bingka Studio and it incorporates elements including the hibiscus, hornbill and Malayan tiger. The print can be seen in the window displays this holiday season.

[aznim.ruhana@mediaprima.com.my](mailto:aznim.ruhana@mediaprima.com.my)

(Source : <https://www.nst.com.my/lifestyle/heal/2019/12/545172/lululemon-officially-launches-kuala-lumpur>)