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A yogiâ€™s passion for quality apparel and an advertising internship [Crowin Smith](#)

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Yoga has transformed over the past decade from an occasional meditative practice into a lifestyle for millions. The trend has lead yogiâ€™s to accessorize with mats, clothing, bags, jewelry, etc. Though there are thousands of brands that have successfully supplied people with the styles and products they want, Lululemon has taken it to an elite level. Lululemon offers yogiâ€™s clothing, mats, bags, and equipment that gives people the perfect combination of style, high-end quality, and function. The Lululemon brand is also established among runners and offers a variety of lux materials to enable the best possible performance. Overall, Lululemon has established itself as a high-end athletic apparel line that uses strategic advertising tactics to gain exposure. All of Lululemonâ€™s efforts are strategically thought out and implemented

Strategic retail sales are an area where Lululemon excels. Each retail location works to provide a community partnership that best suits the communityâ€™s needs. This then enables each community to experience the best possible benefits from the retail location. One highlight that all Lululemon locations provide each community are free weekly yoga class that enables customers to put theyâ€™re purchased products to use. This is a way for their employees to build a stronger relationship with their customers. These relationships enable the retail locations to provide excellent feedback to their corporate office in Vancouver, BC where all of their internship opportunities take place. In turn, this feedback provides customers with better products.

Product lines are also well established at Lululemon by offering a variety of yoga and running apparel for men and women. The Lululemon brand has benchmarked itself as one providing the best possible performance materials for yogiâ€™s and runners. These featured materials are LuonÂ® and LuxtremeÂ®. Both provide an excellent four way stretch and are preshrunk for the best possible fit. Besides the benefit of great fabric and the clothingâ€™s ability to move with the athlete, a line of tanks, tops, crops, shorts, pants, and headwear. Each of these products has several styles and fits to accommodate and surpass each customerâ€™s needs. Furthermore, their clothes are attractive and certain styles can accommodate a day in the city and help flatter all figures.

Lululemon has uniquely established itself as a leading athletic lifestyle-clothing brand that wants to help its customers take their athletic ability to the next level. So, do you think Lululemon is a leading athletic apparel company? They even offer extensive career opportunities that are created to exemplify the companyâ€™s manifesto. From retail showroom managers, ambassadors, and educators to distribution analysts the company has a place for anyone who possesses passion for a fit lifestyle. They also offer a variety of opportunities for college students including advertising internships, and branding internships that could help take your experience beyond the classroom and into the real world.

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