

## **Would you buy from a company that did these things?**

- When *Lululemon* was founded in 1998, the name was chosen because it had 3 Ls in it to mock the Japanese. Former CEO Chip Wilson liked to mock the many Japanese in Vancouver where the company was found, knowing it would be difficult for many Japanese people to pronounce it, so he went with it and wasn't shy about disclosing it, either.
- Chip Wilson then went on to promote the merits of child labour, touting at the Business Alliance of *Local Living Economies* conference in Vancouver in 2005 that Lululemon would rely on child labour in China because it was giving poor Chinese youths jobs. He added that Lululemon should be applauded, not lambasted, for wanting to assist in Third World "development". Lululemon didn't even pay these workers enough to support themselves.
- In 2006, Lululemon introduced Vita-Sea seaweed fiber bags that had stress reducing effects and other miracle claims you see on scam-o-mercials. Not only were the effects not there, neither was the seaweed! Not misleading. Just outright lying, for which Lululemon chalked up as "experience" rather than apologizing for it.
- Like many companies, Lululemon uses sex in its advertising. However, Lululemon uses far stronger messages, and embeds it subliminally in its garment fabrics as was found in 2008.
- Finally, in 2011, the inner peace touting store had one of its employees, 28 year old Brittany Norwood, stab another employee, 30 year old Jayna Murray, 331 times while that employee was still alive, breaking her face and spinal cord in the process, then leaving her to die. All Lululemon's current CEO Christine Day could say about it was that Norwood's behaviour was "contrary to our values".

**Then what are you doing in this line?**

**It's not too late to buy a gift from elsewhere.**

**Move on and pass this on.**