

Lululemon Steps Into Better Active Footwear for Women in New Collection's Ad

Earlier this month, athletic apparel brand Lululemon made the move into women's performance footwear with its Blissfeel collection. Now, it's taking a look into the undercelebrated nuances of women's feet with its new campaign raising awareness around the launch.

Recommended articles

<https://www.adweek.com/brand-marketing/lululemon-steps-into-better-active-footwear-for-women-in-new-collections-ad/>