



MKM PARTNERS

Quantitative Survey Group

Custom, Proprietary Data Analytics

Consumer



Recent/Current Consumer Case Study: LULU

- 1,000 LULU shoppers – U.S. and Canada
- Quarterly deployment schedule (began Sep' 15)
- Key takeaways
 - Consistently strong current and future purchase intentions; driven by improved styles, quality and fit
 - Elevated brand position relative to competitors
 - Uptick in men's adoption