

**LULULEMON COLLABORATES WITH FRANCESCA HAYWARD,  
PRINCIPAL DANCER, THE ROYAL BALLET OF LONDON**

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This October 2018, lululemon is launching a new, limited-edition collection co-created with Francesca Hayward, Principal Dancer of The Royal Ballet of London.

The new collection unites tradition and innovation across every detail and is inspired by the atelier of The Royal Opera House, home of The Royal Ballet. Hints of gold throughout the collection are a nod to Francesca's personal aesthetic and the decor of the historic Royal Opera House. Delicate seams and technical mesh overlay offer a modern twist on traditional corsetry, as does the rich, non-traditional colour palette influenced by Francesca. Innovative fabrics, including Cashmere Jersey, Merino Wool and Cupro, round out the collection.

lululemon's Design team worked with Francesca to co-create the 17-piece collection, which is rooted in function and reflective of her personal style, each piece designed to support movement and the impact of feel on performance. The silhouettes evoke the myriad of layers essential to a dancer's warm-up wardrobe.

The creative campaign will come to life in a film directed by Craig McDean and Masha Vasyukova—as well as through still photography shot by Craig McDean.

The lululemon x Francesca Hayward of The Royal Ballet Collection is available in select lululemon stores and online globally starting in early October. The collection includes apparel and accessories, ranging from \$58 USD | \$64 CAD | £58 GBP to \$148 USD | \$148 CAD | £108 GBP.

For more information on this collaboration, please contact:

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A COLLABORATION  
ON EVERY LEVEL



English dancer Francesca Hayward is a Principal of The Royal Ballet. She trained at The Royal Ballet School and graduated into the Company during the 2010/11 Season, promoted to First Artist in 2013, Soloist in 2014, First Soloist in 2015 and Principal in 2016.

Hayward has been recognized with the 2009 Lynn Seymour Award for Expressive Dance, the 2010 Young British Dancer of the Year and both silver medal and the Audience Choice Award at the 2010 Genée International Ballet Competition. After joining The Royal Ballet she represented the Company at the 2012 International Competition for the Erik Bruhn Prize and won Best Emerging Artist (2014) and Grishko Award For Best Female Dancer (2016) at the Critics' Circle National Dance Awards.



I LOVE HOW THE  
COLLECTION FEELS  
STRONG BUT FEMININE  
IN ITS SHAPE, HOW THE  
CLOTHES FEEL AGAINST  
MY SKIN, AND HOW I AM  
FREE TO MOVE AND  
DANCE IN THEM WITH  
NO RESTRICTIONS.

— **FRANCESCA HAYWARD**  
PRINCIPAL DANCER, THE ROYAL  
BALLET OF LONDON



# PRINCIPAL DANCER CORSETRY BRA

\$68 USD | \$74 CAD | £45 GBP



**A LIMITED-EDITION COLLECTION  
BLENDING TRADITIONAL INSPIRATION  
AND INNOVATIVE CRAFTSMANSHIP.**

- The design lines on this light-support, long-line bra were inspired by vintage corsetry from the collection of The Royal Ballet atelier
- Added Lycra® fibre for stretch and shape retention
- Pockets for optional, removable cups
- This bra is intended to provide light support for an A/B cup
- An open back, wide straps, and high-stretch fabric give freedom of movement
- Luxtreme® fabric is sweat-wicking and four-way stretch with a cool, smooth feel



SOOT



MOONWALK



SILVER LILAC

# PRINCIPAL DANCER FUNNEL NECK SWEATER

\$108 USD | \$108 CAD | £88 GBP

- Layer on this soft, drapey Merino Wool sweater to keep your core and neck warm.
- The fit layers easily over a leotard before or after rehearsal
- Merino Doubleknit Wool fabric feels soft and smooth. It provides lightweight warmth that's naturally breathable and thermo-regulating
- Relaxed fit, hip length



BLACK



LUNAR ROCK

# PRINCIPAL DANCER CORSETRY TIGHT

\$118 USD | \$128 CAD | £108 GBP

- These high-rise tights are made to feel like a second skin during conditioning classes in the studio
- The design lines nod to vintage corsetry from the collection of The Royal Ballet atelier
- Full-On® Luxtreme fabric's interlock construction offers great support and coverage with a cool, smooth feel
- Added Lycra® fibre for stretch and shape retention
- Discreet waistband pocket keeps your essentials close
- High rise
- 28" inseam
- Hugged Sensation



SOOT



MOONWALK



LUNAR ROCK

# PRINCIPAL DANCER CORSETRY JACKET

\$118 USD | \$128 CAD | £98 GBP

- This jacket fits close to body, inspired by the vintage corsetry from the collection of The Royal Ballet atelier.
- Lightweight, buttery-soft, technical Nulu™ fabric is sweat-wicking with four-way stretch making it easy and comfortable to move and sweat in
- Francesca requested a tight fit and high-hip length for distraction-free warm-ups and lifts with her partner
- Added Lycra® fibre for stretch and shape retention
- Interior drop-in pockets
- Zipper garage keeps chafe in check
- Tight fit, high-hip length

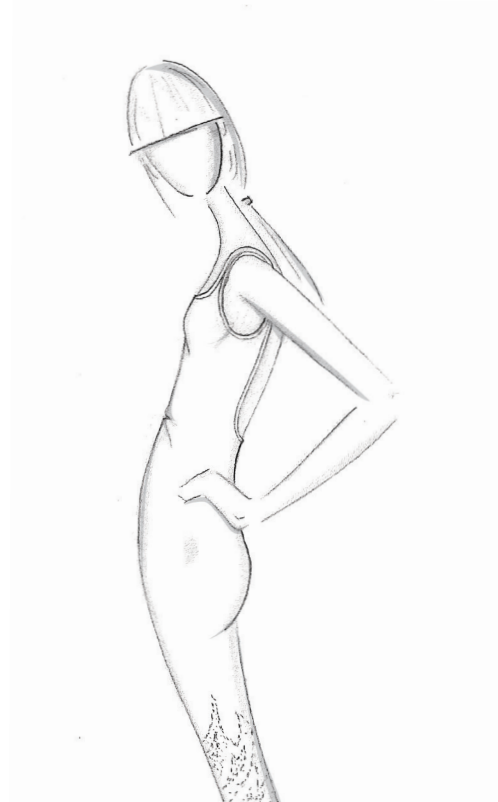


SOOT

# REVEAL ONESIE

\$128 USD | \$138 CAD | £108 GBP

- Wear this full-length onesie to your ballet-inspired workouts for a no-distractions practice.
- The built-in mesh detailing gives you that much-needed dose of airflow—without making you feel exposed—when the studio heats up
- Seamless construction for minimal seams. Where there are seams, they're flat for reduced chafing
- No built-in bra or shelf liner so you can choose your level of support



BLACK

# PRINCIPAL DANCER HOODIE

\$128 USD | \$128 CAD | £118 GBP

- From commuting to the studio to staying cozy between rehearsals, this hoodie feels as good as it looks—the inside is velour so your skin is in for a luxuriously soft treat
- French Terry fabric is four-way stretch with a soft, fuzzy velour backing
- Hidden media pocket lets you keep your tunes close
- Zipper garage keeps chafe in check
- Loose fit with longer length in the back gives you coverage where you want it most



HEATHERED CORE  
MEDIUM GREY



HEATHERED BLACK

# PRINCIPAL DANCER TANK

\$68 USD | \$68 CAD | £48 GBP

- This Cashmere Jersey tank is so luxuriously soft, you'll have to feel it to believe it
- The slouchy fit goes on easily over your leotard (leaving your bun the way you styled it)
- Cashmere Jersey fabric is soft, lightweight, and four-way stretch
- High neck for added coverage
- Relaxed fit, hip length



BLACK



SILVER LILAC

# PRINCIPAL DANCER GOLDEN LINING TIGHT

\$98 USD | \$108 CAD | £88 GBP

- These high-rise tights are made with Nulu™ fabric that's so soft and smooth, you'll love wearing them—even after a day-long rehearsal in tight clothes
- Francesca loves gold, so we incorporated golden thread into the waistband
- Lightweight, buttery-soft Nulu™ fabric with added Lycra® fibre wicks sweat and is four-way stretch
- Brushed elastic waistband is soft, not scratchy, and won't dig in
- Discreet waistband pocket keeps your essentials close
- High rise
- 28" inseam
- Naked Sensation



ARMORY

BLACK

MIDNIGHT MAROON

# PRINCIPAL DANCER LONG SLEEVE

\$78 USD | \$84 CAD | £68 GBP

- The close-to-body fit of this luxuriously soft long sleeve gives your skin a kiss of cashmere.
- Delicately cozy and surprisingly warm for its weight, it's perfect to wear as a base layer under jackets or on it's own between rehearsals
- Cashmere Jersey fabric is soft, four-way stretch and gives you lightweight warmth
- Tight fit, hip length



ARMORY

BLACK

MIDNIGHT MAROON



# PRINCIPAL DANCER GOLDEN LINING BRALETTE

\$58 USD | \$64 CAD | £58 GBP

- Putting on this soft, light bralette will be the golden lining after a long day of rehearsals.
- Since gold is Francesca's favourite metallic, we incorporated it into the underband for a subtle hit of shine
- Lightweight, buttery-soft Nulu™ fabric with added Lycra® fibre wicks sweat and is four-way stretch
- Brushed elastic underband is soft, not scratchy, and won't dig in
- No liner or bra cups for a luxurious barely-there feel
- Intended to provide light support for an A/B cup



ARMORY



BLACK



MIDNIGHT MAROON

# PRINCIPAL DANCER DANCE BAG

\$148 USD | \$148 CAD | £108 GBP

- With plenty of interior compartments, this slouchy tote is ready to hold everything you need to head to the studio
- Fabric is easy to wipe clean
- Reinforced strap construction carries a heavy load when you're on the go all day
- Interior pockets designed to store your necessities; from snacks, to shoes, to multiple wardrobe changes
- Central zip divider has a mesh top to allow your sweaty gear to breathe
- Dimensions: 14.4" x 9.8" x 15.4" (36.5cm x 25cm x 39cm)
- Volume: 30L



ARMORY



BLACK



MIDNIGHT MAROON

## PRINCIPAL DANCER LEG WARMERS

\$58 USD | \$58 CAD | £48 GBP

- These leg warmers fit high on the thigh to keep muscles and tendons warm before class and between rehearsals
- Francesca prefers her leg warmers flared so they warm her feet and ankles, too
- Boolux™ yarn blends Viscose from bamboo with TENCEL® and cashmere for added warmth
- 30.5" length



HEATHERED BLACK

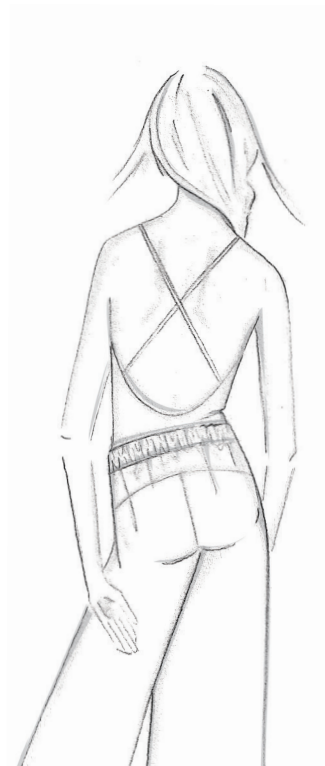


HEATHERED CORE  
MEDIUM GREY

## PRINCIPAL DANCER LEOTARD

\$78 USD | \$84 CAD | £68 GBP

- This soft leotard is ballet-inspired—and perfect for ballet-inspired studio workouts when you want a zero-distractions outfit
- The lightweight, technical fabric gives it a barely-there feel, while the open back and skinny straps allow for plenty of airflow on your shoulders and back
- Lightweight, buttery-soft Nulu™ fabric with added Lycra® fibre wicks sweat and is four-way stretch
- Front panel is lined with Light Nulu™ fabric for coverage
- Thong cut eliminates VPLs (visible panty lines)



SOOT



LUNAR ROCK

# PRINCIPAL DANCER SHORT

\$68 USD | \$68 CAD | £65 GBP

- Layer these lightweight, drapey shorts on over your leotard and tights for a little extra coverage and movement during class. The overlapping side panels give you full range of movement so your legs can reach the height of their extensions
- Cupro fabric is naturally breathable with a fluid drape and a smooth, peach-fuzz feel
- Drawcord helps you customize your fit
- High rise
- 3.5" inseam



BLACK



MIDNIGHT MAROON



MOONWALK

# PRINCIPAL DANCER JUMPSUIT

\$138 USD | \$148 CAD | £108 GBP

- Layer this luxuriously soft and drapey jumpsuit over your tights and leotard to and from class or between rehearsals
- Cupro fabric is naturally breathable with a fluid drape and a smooth, peach-fuzz feel
- Waist tie for a custom look and fit
- 31" inseam



BLACK



MIDNIGHT MAROON

# PRINCIPAL DANCER PANT

\$118 USD | \$118 CAD | £108 GBP

- When you want a bottom layer that slips on easily over your leotard and tights, these wide-leg pants are it
- The fabric is soft with lots of movement, so it feels even better putting them on next to your skin after class
- Cupro fabric is naturally breathable with a fluid drape and a smooth, peach-fuzz feel
- Drawcord helps you customize your fit
- High rise
- Relaxed fit
- 31.5" inseam



MIDNIGHT MAROON



BLACK

# PRINCIPAL DANCER SKIRT

\$68 USD | \$68 CAD | £58 GBP

- This circle skirt is made with transparent Mesh fabric so the dancers' silhouette can be seen through it during warm-up class
- Francesca loves gold, so we incorporated golden thread into the waistband
- Free-cut Mesh fabric is lightweight and drapes beautifully
- Wide brushed elastic waistband is soft, won't dig in, and makes the skirt easy to slip on and off



BLACK

AVAILABLE IN  
STORES AND ONLINE  
OCTOBER 2018

For more information, contact: [media@lululumon.com](mailto:media@lululumon.com)