
RUSSELL SIMMONS

December 15, 2015

Mr. Laurent Potdevin
CEO, lululemon athletica

Via E-mail: lpotdevin@lululemon.com

Dear Mr. Potdevin,

Since I'm an avid yoga practitioner, lululemon athletica is one of my favorite places to shop. I was disappointed, though, to learn that some of your brand's outerwear contains down feathers. On behalf of my friends at PETA and your many compassionate customers, I encourage lululemon to switch to cruelty-free synthetics instead.

No matter how the feathers are obtained, gentle geese are violently killed (some even have their throats slit while still fully conscious), thereby going completely against the philosophy of *ahimsa* that I and many other lululemon customers embrace. When there are so many cruelty-free options, such as Thinsulate, Climashield, and PrimaLoft, which are all warm, cozy, and environmentally friendly, there is simply no excuse for selling down.

Switching to synthetics also makes good business sense: A study by Nielsen found that most global online consumers are willing to pay *more* for products that come from socially and environmentally responsible companies, and a study by the Brookings Institution found that 89 percent of millennials want to buy from companies that support solutions to specific social issues.

Switching to animal- and eco-friendly synthetics would be a simple but important way for lululemon to help geese and show customers that it cares. Will you please make this progressive switch? Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Russell Simmons". The signature is fluid and cursive, with a large initial "R" and "S".

Russell Simmons