

2023 lululemon Shareholder Question

PETA Question

I have a question on behalf of People for the Ethical Treatment of Animals.

lululemon claims to abide by [core values](#) that compel the company to act with honesty and integrity and take full accountability for your choices and their impact. And yet you continue to sell down.

PETA entities have released nine exposés of the down industry. Each has revealed that birds used for down endure intense suffering and violent slaughter—including at operations associated with the so-called Responsible Down Standard, or RDS, which lululemon [uses](#) to promote its products. Investigators saw and heard terrified geese shrieking as their necks were stretched out across a stump, then hacked at up to seven times before the birds were decapitated. A worker was filmed piercing conscious ducks' necks with a knife and slicing off their legs as they struggled.

PETA's investigations confirm that down is always the product of horrific cruelty and that standards like the RDS are simply marketing ploys that fail to protect animals.

You [say](#) you have the heart and strength to do big, challenging, and important things for each other and our planet. When will lululemon fully embrace its own values, take full accountability for its choices, and help end the torture and killing of countless birds by nixing down?

2023 lululemon Donor Question

Good morning. I'm a loyal lululemon customer and shareholder. I first purchased stock in lululemon because I thought, "Here's a company that speaks to me. Not only do its products fit my lifestyle, the brand itself also seems to align with my own values of empowerment and compassion." I wish I could say the same were still true today.

As a native Canadian, I have a particular fondness for geese and other waterfowl. I was horrified when I learned that these lovely and loyal birds, who mate for life and are protective of their partners and offspring, endure immense cruelty in the down industry. Birds whose down is used to fill lululemon's puffy coats and vests typically spend their entire lives in dirty, dark sheds or on filthy feces-laden lots where they are unable to swim or fly. I've seen undercover [video footage](#) from so-called "responsible farms" where the bodies of dead ducks were left to rot among sick, limping, and bleeding birds.

I would like to ask this: Knowing that birds used in the down industry endure a lifetime of suffering, only to be violently slaughtered, how can lululemon continue to use a material that is completely at odds with the company's [core values and mission](#) to elevate the world?