

# NXP'S UCODE HELPS LULULEMON'S RETAIL OUTLETS STAY FIT

Success Stories



**lululemon**  **athletica**

Describing themselves as a technical athletic apparel company for “yoga, running, training, and most other sweaty pursuits,” Canada-based lululemon athletica has become a retail champion in the United States.

The average store in the U.S. is about 3,000 square feet and carries roughly 15,000 SKUs, from yoga mats to running shorts.

The company reports some of the highest sales numbers per square foot in the U.S., with an average product lifecycle in the store of less than 45 days. In terms of retail agility and inventory turnover, lululemon athletica definitely knows how to stay fit.

With products selling so quickly, re-stocking shipments can be a challenge. That's why, back in 2013, they equipped their entire supply chain for RAIN RFID.



Now, instead of hiding in a stock room, products are on the sales floor or in store windows, for everyone to see.

They call products in the stock room 'disappointers,' since their absence from the store shelf is a disappointment to customers. Now, with regular RAIN RFID inventory counts, and a process for fast replenishment of store shelves, the company has reduced the number of SKUs languishing in the stock room by 90%, so disappointers are basically a thing of the past.

RFID deployment also credits for giving holiday sales a significant boost for the past two years. A lot of it was driven by having enough products on the floor for people buy rather than having them hidden in the back.

#### Omnichannel element

The RAIN RFID program has led to an increase in lululemon's sales figures, including online purchases. As part of their omnichannel approach, which connects customers whether they're onsite or online, lululemon offers a mobile app that lets you check inventory at your local store, so you can know right away if the color and size you want is in stock.



The RAIN RFID system means that what customers want is more likely to be in stock than ever before. RAIN RFID gives the mobile app an inventory accuracy rate of as much as 98%, down to the last item in the store. So there aren't as many disappointers in the online environment, either.



#### NXP's RAIN RFID product was the answer

Since lululemon has such a high density of RFID-tagged products in their stores, any RFID labels they use need to deliver reliable, quality transmissions. NXP's offered the best fit offering reliable functionality and the necessary performance, in the lululemon environment.

#### Related links

**lululemon athletica**

<http://shop.lululemon.com/>

**NXP**

[http://www.nxp.com/products/identification-and-security/smart-label-and-tag-ics/ucode:MC\\_50483](http://www.nxp.com/products/identification-and-security/smart-label-and-tag-ics/ucode:MC_50483)

**RAIN RFID**

<https://nxp-rfid.com/rain-rfid/>