

FOR IMMEDIATE RELEASE:

lululemon athletica Harbor East and Michael Owen team up for The Baltimore Love Project Capsule Collection, a limited edition of 52 lululemon garments adorned with Owen's Baltimore-inspired designs.

Designed exclusively for lululemon Harbor East, each women's Power Y Tank, Cool Racer Back Tank and Men's 5 Year Basic Tee will feature the commissioned street artist's unique take on the yoga brand's technical athletic apparel.

Baltimore, MD, November 15, 2014—On Thursday, November 13th from 7:30PM-9:00PM, lululemon Harbor East located at 820 Aliceanna St., in Baltimore, will launch The Baltimore Love Project Capsule Collection. The event will feature a meet and greet with the artist Michael Owen, a VIP cocktail and shopping reception. Light food and drinks provided by Teavolve. 100% of the proceeds will go towards Michael Owen and The Baltimore Love Project. The Baltimore Love Project is Owen's self-initiated project of 20 love-themed murals connecting people and communities across Baltimore City.

"I was excited to work with lululemon on such a Baltimore-centric design," said Owen. "I meet people all the time that have such an affinity for this town and I wanted to create something for them that expresses that pride while maintaining a local feel." After the completion of his 21st Baltimore Love Project mural in Baltimore, this year he's been taking his love message nationally, responding to inquiries from cities across the U.S. including Madison, Detroit and Los Angeles. "The marriage of functionality and style of the lululemon brand speak to my goal as a muralist to create accessible, captivating art with a powerful message." lululemon Harbor East's Assistant Manager, Chelsea Cusmano agrees, "lululemon is committed to supporting community-based initiatives that improve the quality of life and overall health and well-being of Baltimore citizens. Spreading the Love through The BLP is one way we can help create a healthy environment for our city."

The Baltimore Love Project Capsule Collection for lululemon will be available for sale in store only at lululemon Harbor East beginning the evening of November 13th. This collection is limited to 52 garments available exclusively at this lululemon location.

About Michael Owen and the Baltimore Love Project:

The Baltimore Love Project expresses love by connecting people and communities across Baltimore City through love themed murals. Michael Owen is the creator and lead artist of the Baltimore Love Project. After living in Seattle, Cleveland and Orlando, Michael moved to Baltimore to attend Maryland Institute College of Art. Since receiving his BFA in 2004, Michael has been painting all around the United States, utilizing galleries as well as the streets, including one of the world's longest murals at 1/4 mile in length. Owen has collaborated with numerous brands including Faberge, Seagram's, Toyota and Woven Accents. For more information, visit www.michaelowenart.com.

About lululemon athletica inc.:

lululemon athletica is a yoga-inspired athletic apparel company that creates components for people to live longer, healthier, fun lives. By producing products that help keep people active and stress free, lululemon believes that the world will be a better place. Setting the bar in technical fabrics and functional designs, lululemon works with yogis and athletes in local communities for continuous research and product feedback. For more information, visit www.lululemon.com.

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