

Lululemon Accused of Greenwashing

Environmental Goals, Impact

Lululemon Athletica Inc. tricks consumers into believing the brand is sustainable and environmentally-friendly through its Be Planet marketing campaign, despite increasing its greenhouse gas emissions, a proposed class action filed Friday alleged.

“The apparel industry is a major contributor to the environmental crisis, and as one of the largest apparel companies in the world, Lululemon has a significant and growing climate and environmental footprint,” the complaint filed in the US District Court for the Southern District of Florida said. “Its actions and products directly cause harm to the environment and the deterioration of the planet’s health—the opposite of its Be Planet promises and representations.”

Lululemon didn’t immediately respond to a request for comment.

The athleisure company unveiled its Be Planet Impact Agenda outlining a long-term strategy to curb its environmental impact in October 2020. Part of the plan’s promises included ensuring at least 75% of the company’s products contained sustainable materials and reducing fresh water use by 2025.

The Be Planet campaign makes reasonable consumers think Lululemon is a “planet-friendly” company that is contributing to improving the environment when it isn’t, the complaint says.

According to the company’s own 2022 impact report, Lululemon’s scope 3 emissions, indirect emissions that happen in a company’s supply chain, have grown to 1.2 million tons of carbon dioxide. The 2022 emissions are nearly double the company’s 2020 scope 3 emissions. [The complaint said that](#)

emissions are on track to increase even more as the company tries to double its revenue by 2026.

Lululemon has already more than doubled its revenue between 2018 to 2022 to \$8.1 billion. According to its first quarter 2024 fiscal results, the company operates more than 700 stores and is aiming to meet its 2026 goal by doubling men's and e-commerce revenues.

The complaint said Lululemon uses pictures of rivers, forests, and nature on its website and marketing to “reinforce and perpetuate” a misleading impression that the company is environmentally-friendly to consumers it knows will pay a premium price for sustainable products.

Reference: <https://www.bloomberg.com/news/articles/2024-07-12/lululemon-accused-of-greenwashing-environmental-goals-impact?srnd=industries-v2>

Key vocabularies

Greenwashing (綠色洗腦)

- **Explanation:** Greenwashing is when a company gives a false impression or provides misleading information about how its products are more environmentally sound.
- **Sentence:** The company was accused of greenwashing by advertising its products as eco-friendly without evidence.

Apparel Industry (服裝業)

- **Explanation:** The apparel industry involves the design, manufacturing, distribution, and retailing of clothing.
- **Sentence:** The apparel industry is constantly evolving with new fashion trends.

Deterioration (惡化)

- **Explanation:** Deterioration is the process of becoming progressively worse.
- **Sentence:** The deterioration of the environment is a global concern.

Athleisure (Athletic + leisure: 運動休閒風)

- **Explanation:** Athleisure refers to casual clothing designed to be worn both for exercising and for general use.
- **Sentence:** Athleisure has become a popular trend in the fashion industry.

Key sentences

The complaint said that emissions are on track to increase even more as the company tries to double its revenue by 2026.

"Be on track" is a phrase that means making progress as expected.

Easy: "Our project is on track to be completed by next week."

Intermediate: "The new product launch is on track for its September release date"

Difficult: "Despite the challenges, the country's economic recovery plan is on track to achieve its targets by the end of the fiscal year."

Reading Comprehension

1. What is Lululemon accused of in the proposed class action?
2. How does the complaint describe the impact of the apparel industry on the environment?
3. What are some specific goals outlined in Lululemon's Be Planet Impact Agenda?
4. According to the complaint, how has Lululemon's scope 3 emissions changed from 2020 to 2022?
5. What methods does Lululemon allegedly use to create a misleading impression of being environmentally friendly?

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