

THE ALIGN LEGGING DUPE SWAP

ROUND 18

How To Swap Your Knock-Off Lululemon For The Real Thing | Fast Company

Source: Fast Company

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※ 문의 070 8246 0570

1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

💡 Today's Expression(오른쪽 링크 클릭) - [To Step up your game](#)

- Definition
- Example

QR코드를 통해 To step up your game의 설명 영상을 보실 수 있습니다.



1. **Athleisure** (noun) - Clothing designed for workouts and athletic activities that are also suitable for everyday wear.

ex) She wore an **athleisure** outfit to the gym and then ran errands afterwards.

"the **athleisure** brand hosted its first Dupe Swap encouraging customers to bring in their knockoff versions of its incredibly popular align pants to trade in for the real thing."

2. **Dupe** (noun) - An imitation or counterfeit of a product that looks similar to the original.

ex) The online store sold dupes of popular luxury handbags for a fraction of the cost.

"Short for duplicate, **dupes** are commonly known as a Gen Z rebranding of fashion and beauty products that are cheaper versions of the originals."

3. **Knockoff** (noun) - A cheap and inferior copy of an original product.

ex) The street vendor was selling knockoff designer sunglasses that looked identical to the real ones.

"Last weekend at LA's Century City Mall the Athleisure brand hosted its first Dupe Swap encouraging customers to bring in their **knockoff** versions of its incredibly popular align pants to trade in for the real thing."

4. **Wager** (noun) - A bet or gamble made on the outcome of a particular event.

ex) He made a wager with his friend that he could finish the marathon in under three hours.

"The swap is both a gesture to bring new people into their stores in a **wager** that many will see, feel and recognize the difference between the dupes and the real align pants."

5. **Drill down** (phrasal verb) - To focus on a particular topic or issue in more detail.

ex) The investigative journalist **drills down** into the facts to uncover the truth.

"For brands, the dupe trend really **drills down** to what their value actually is. For example, Nike isn't one of the top sneaker brands on the planet because its actual shoes are the best."

6. **On earth** (adverb) - Used to emphasize a question or to express surprise, confusion, or disbelief.

ex) Where on earth did you find that antique lamp?

"If people can find a cheaper product that's similar in quality and style, **why on earth** should they stick with you?"

7. **Fuse** (noun) - The joining together of different things or elements to create something new.

ex) The **fusion** of different musical styles created a unique sound that became popular in the 90s.

"Lululemon's bet here isn't blind. Despite the millions of dupe sales and content **fuse** the align pant is still one of the company's top selling products. "

1. Vocabulary *Check the meaning of these words/expressions in the dictionary.*

8. **Bank on** (phrasal verb) - To rely or depend on something or someone.

ex) The company is **banking on** the success of its new product to increase profits.

"By embracing the dupe fans, the brand is **banking on** all the long-term work it's done in its culture, the online and in-store communities, the yoga and fitness resources, the relatable brand ambassadors.

9. **Outshine** (verb) - To surpass or be better than someone or something else.

ex) The new model of the car **outshines** its predecessor in terms of performance and features.

" That, with the quality of its product, will ultimately **outshine** the dupes. "

2. Listening Drill

What would make you swap your dupes for the real thing? I'm Jeff Bier, and this is Fast Company's brand hit or miss of the week.

This week we have a hit and it goes to Lululemon. Last weekend at LA's Century City Mall the Athleisure brand hosted its first Dupe Swap encouraging customers to **bring in** their knockoff versions of its incredibly popular align pants to trade in for the real thing.

Let a steer reader venture into the magical land of TikTok trends and talk about the ongoing fascination with dupes. Short for duplicate dupes are commonly known as a Gen Z rebranding of fashion and beauty products that are cheaper versions of the originals.

The #dupe has more than 3.5 billion views on the platform. Don't want to spend 600 bucks on a Dyson **thermal air wrap** hair styler?

Maybe consider 300 for Shark brand's Flex style version of the same thing. Maybe Skims, cozy top, pant and and robe combo is a bit much at \$270. So Shine's version at 26 bucks looks a lot better to your wallet.

Finding a cheaper version of an original product has almost **become a sport in itself**. For Lululemon, that means a lot of TikTokers are **bypassing** the \$100 align pants in favor of \$27 versions they find on Amazon.

The company says the #Lululemondupe has 180 million views, and if you're selling align pants that might be a problem. But here is where Lululemon's Dupe Swap gets its so very right. Instead of ignoring our fighting culture the brand is **engaging with it** and showing huge confidence in its product.

The swap is both a gesture to bring new people into their stores **in a wager** that many will see, feel and recognize the difference between the dupes and the real align pants.

Chief Brand Officer Nikki Newberger told CNN, "We saw it as a really fun way to play into something that is a real part of our culture, but in a way that really puts the focus back on the original."

For brands, the dupe trend really **drills down to** what their value actually is. For example, Nike isn't one of the top sneaker brands on the planet because its actual shoes are the best. Sure, they're very good but Nike has built an entire ecosystem around its brand from sneaker drops, **artist collabs**, epic commercials, films, tech and apps, and what it stands for that makes people want that swoosh on their feet.

If your brand's entire identity is the product alone then it's infinitely more vulnerable to our more transactional based decision making. If people can find a cheaper product that's similar in quality and style, **why on earth** should they stick with you?

Lululemon's bet here isn't blind. Despite the millions of dupe sales and content fuse the align pant is still one of the company's top selling products. By embracing the dupe fans, the brand is **banking on** all the long-term work it's done in its culture, the online and in-store communities, the yoga and fitness resources, the relatable brand ambassadors. That, with the quality of its product, will ultimately **outshine** the dupes. That's it for this week. Thanks for watching.

3. Summary

Summarize what you have seen/heard in two or three sentences

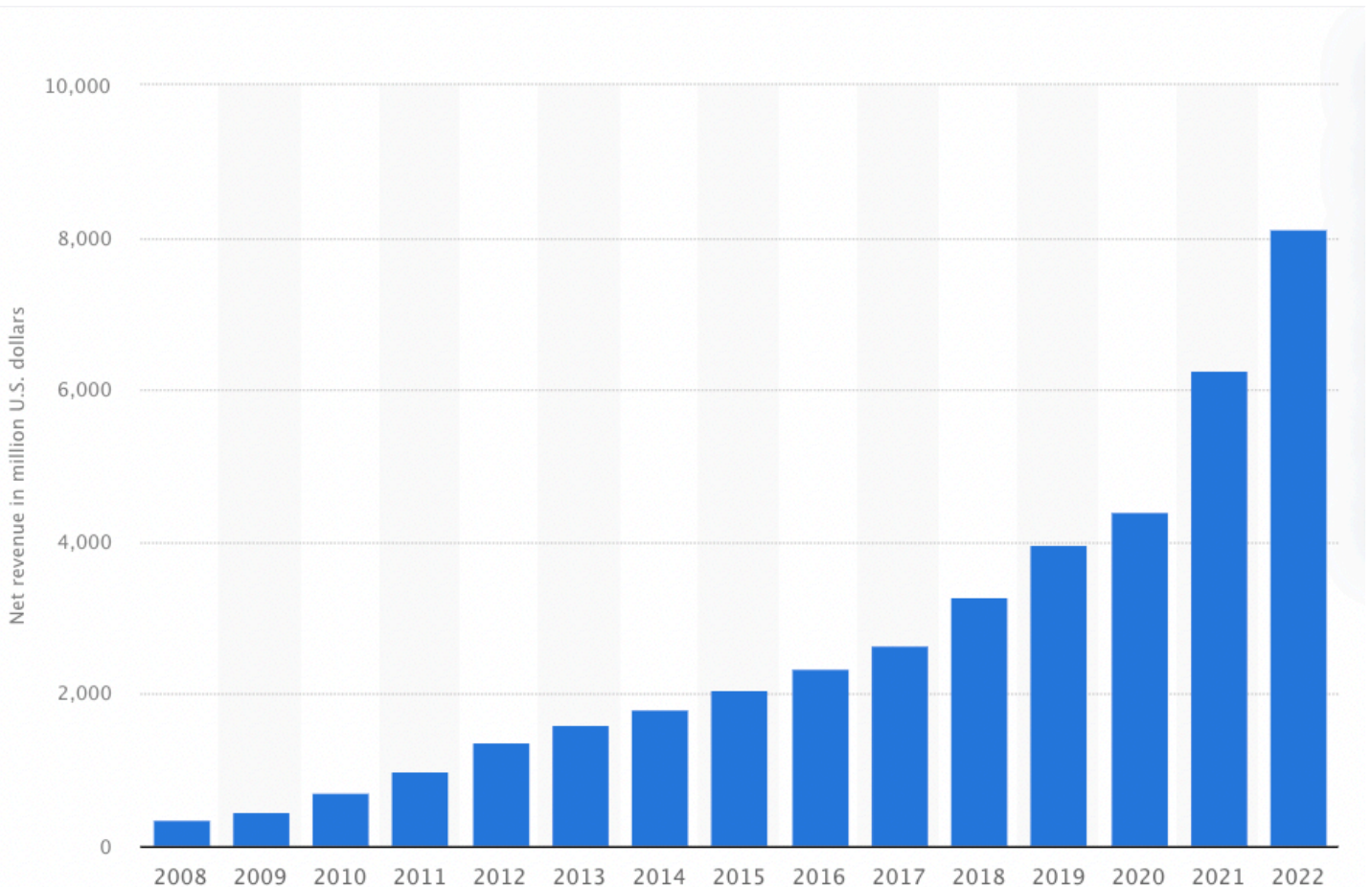
Tip.

Answer the questions using vocabularies that you learned in the vocabulary section.

4. Describing The Chart

Describe what is the general idea being expressed by the graph. Discuss it to your class. Try to interpret what you see in the chart.

Net revenue of lululemon worldwide from the fiscal year of 2008 to 2022 (in million U.S. dollars)



Net revenue of lululemon worldwide from the fiscal year of 2008 to 2022(in million U.S. dollars)

Published by D. Tighe , May 5, 2023

In the financial year of 2022, ending January 2023, the athletic apparel brand known as lululemon generated about 8.1 billion U.S. dollars in net revenue worldwide. lululemon is best known for high-quality women's activewear, though they also carry men's wear and a wide range of fitness accessories.

lululemon stores

lululemon opened its first store in Vancouver, Canada and has since become a recognizable and sought-after brand across the world. The company started off specializing in women's yoga attire, but now produces apparel for running, cycling, and other athletic activities too. With over 300 outlets, the United States has the most lululemon stores of any country by far. The company accounted for roughly 655 retail locations across the globe.

The global activewear market

The activewear market has grown considerably over the years and shows no sign of stopping any time soon. In 2022, the size of the global activewear market was valued at approximately 319 billion U.S. dollars. This market value is projected to rise to approximately 450 billion dollars by 2028.

Questions

1. What 's the take away of the graph?
2. What extra information can help you understand the graph even better?
3. Do you have any interesting findings? What's your guess about it?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins.

Easy

1. What are your thoughts on the athleisure trend? Do you believe it is a comfortable and fashionable choice for everyday wear? - If you haven't had the chance to try athleisure clothing, what is the reason behind it? Is it because of personal style preferences or other factors?

Average

1. What social media platforms are popular in Korea right now? - What kind of content do you think is most popular on social media in Korea?

5. Discussion Questions

Let's begin at the easy category. You are expected to have prepared your answers already before the class begins

Average

2. Are you aware of any dupes for well-known brands or products that offer comparable quality at a more affordable price? Also, Have you ever come across any negative consequences or experiences related to purchasing or using dupes or knockoff products

Difficult

1. "The swap is both a gesture to bring new people into their stores in a wager that many will see, feel and recognize the difference between the dupes and the real align pants." Do you think this strategy will be effective for Lululemon? Why or why not?

Note1

Date: _____ Topic _____

Expression of the Day

Write Down idioms/ phrasal verbs that you learned in the sessions

Have you used today?

Week 1.

Yes

No

Week 2.

Yes

No

Words of the Day

Please write down vocabularies and idioms that you have learned at Talksharp and try to practice them in your own sentences today. Once you use any of them today? Please cross them out.

Useful Sentences

Video Script is a good source to enhance your verbal sentences. Put a note of sentences that you want to learn

Today's Correction

Write down today's correction.

Note 2

Please write down Korean sentences difficult for you to convey in English

Sentence1

Sentence2

Sentence3

Please write sentences above in English so that you could never fail again

Sentence1

Sentence2

Sentence3

Put a note of vocabularies or idioms that you want to learn