



Direction générale des cartels et des  
pratiques commerciales trompeuses

Cartels and Deceptive Marketing  
Practices Branch

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Notre référence – Our File  
3116813

**PROTECTED B**

April 26th, 2024

**VIA EMAIL:** [REDACTED]

[REDACTED]  
Harper Grey LLP  
3200 – 650 West Georgia Street  
Vancouver, BC  
V6B 4P7

Dear [REDACTED]

**Re:    Notice of Inquiry Commencement  
      Your File No. 157336**

Thank you for your letter dated February 12, 2024 in regards to a section 9 application for an inquiry into the alleged deceptive marketing practices of lululemon athletica inc., and your letter dated March 27, 2024 enclosing the amended application.<sup>1</sup>

I wish to inform you that the Commissioner of Competition has commenced an inquiry (the “**Inquiry**”) pursuant to paragraph 10(1)(a) of the *Competition Act* (the “**Act**”). In this regard, I wish to advise that the Inquiry seeks to determine the facts relating to allegations that lululemon athletica inc. and/or an affiliate thereof has contravened the Act by making false, misleading and/or unsubstantiated representations.

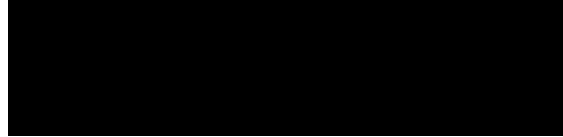
Should you have any specific questions or wish to discuss this matter further, please contact [REDACTED], Competition Law Officer, at [REDACTED] or [REDACTED].

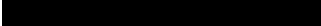
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<sup>1</sup> Submitted on behalf of Tzeporah Berman, Barbara Shuman, Barbara Shaw, Rachel Kitchin, Alexander Kerr, Shur-Erdene Batzorig.

Thank you for taking the time to bring this matter to our attention. It is appreciated.

Yours truly,

A large black rectangular redaction box covering the signature area.

  
Deputy Commissioner of Competition  
Deceptive Marketing Practices Directorate

cc: , Assistant Deputy Commissioner of Competition, Ontario Region,  
Competition Bureau  
, Senior Competition Law Officer, Competition Bureau  
, Competition Law Officer, Competition Bureau  
, Counsel, Competition Bureau Legal Services