

WE'VE GONE INTERNATIONAL! THAT IS, AS OF 2009 83% OF OUR MERCHANDISE IS MADE IN CHINA AND SOUTHEAST ASIA.

associating our brand with the concept of

# love

FREE YOUR MIND, LIVE IN THE MOMENT, AND MEMORIZE THESE 45 DIRECTIVES.

## Live in fear that you aren't doing enough.

Your brain has over twelve distinct regions. Make sure to exercise each one of them three times a day.

**STRETCHY PANTS: \$98**  
Tiny reflective logo: Priceless

Purchases will fill the hole.

Live in the moment. *Live in the moment.* Live in the moment. Live in the moment. Maybe if we repeat it enough, this will somehow become usable advice.

If you don't drink 12 glasses of water today, you're digging your own goddamn grave.

Children are the orgasm of life. At this point, even we don't know what the hell we're saying.

Get involved in your community. As we said in our 2010 SEC report, "this grassroots approach allows us to successfully increase brand awareness and broaden our appeal while reinforcing our premium brand image."

Friends are more important than money

so try paying with friendship the next time you check out.

**CELEBRATE YOUR BODY** by showing your breasts for free gifts at our Kingston grand opening! After all, you won't be 17 forever.

TEAR UP ALL YOUR ASSUMPTIONS. THEN MAKE NEW ONES. THEN TEAR THOSE UP TOO.

You will start exercising, you just need to buy the right clothes.

Sometimes you've got to go with the flow. Like when we were forced to stop advertising health benefits from our magic seaweed clothing because, for one thing, they contained no seaweed.

## Breathe deeply.

Controversial advice, but we're not afraid to give it.

We call this watered-down mixture of new age pap and Successories our MANIFESTO.

4000 YEARS OF YOGA, AND WE FINALLY FIGURED OUT HOW TO CASH IN.

Life is short, treat yourself. Like when lululemon founder Chip Wilson hired strippers for his public birthday.

## Your Worth as a woman depends on people looking at your butt.



## BRAND LOYALTY

It's almost like having a personality.

To unlock peak creativity and maximum health, cut out sugar, wheat, fat, sodium, and, just in case, dairy and soy too.

We operate 154 stores and made \$450 million net revenue last year, but please think of us as your wise and sassy life coach.

# LOVE. SPEND. CONFORM.



seacowcoalition.com