

lululemon: Innovating mental health for retail

As a best-in-class performance and wellness brand, lululemon's north star is to help customers and employees "be well in every aspect of their lives—physically, mentally, and socially." This core principle led lululemon to seek a new mental health solution that would 1) provide top-tier mental health support to help employees become their best selves and 2) authentically support each of its diverse work populations.

Retail companies face high industry-wide turnover (average [60 percent](#)) and in recent years, frontline retail workers have dealt with traumatic and challenging work environments. With Lyra's support, lululemon has strengthened the emotional resilience and retention of its workforce. "For us, it was as simple as this—it was the right thing to do," said Le. "And we're seeing it now, we know it's working. We knew in our gut that this was just the right thing to do for our people and for our business."

CHALLENGE

A slow and difficult-to-access EAP prevented lululemon employees from getting care—an issue that could've become disastrous with the difficult retail environment brought on by the pandemic.

SOLUTION

lululemon launched Lyra in September 2018 to provide flexible, accessible mental health care as part of a broader corporate strategy to prioritize wellness.

IMPACT

99%

of lululemon members are instantly matched with a Lyra provider

4.8/5



Average satisfaction rate for employees who engage with Lyra

2 days

to first available session with a Lyra provider

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We can't go at this alone. We lean on Lyra's team as a thought partner. I believe Lyra will continue to be at the forefront of 'what's next' in this space, and to be in good company with other customers of Lyra's is a good thing.”



John Le,
Senior director of health and wealth, lululemon

Customized mental health strategies for diverse employee populations are crucial for lululemon.

lululemon's diverse workforce includes part-time retail workers, distribution and call center employees, and corporate teams. "A one-size-fits-all approach to mental health won't work for our varied employee populations," said Le. "We have to be really deliberate in how we support each of these groups. A flexible strategy with unique resources for each population is super important. With Lyra, we can do different things for different groups, in addition to therapy, from virtual webinars to onsite support."

lululemon's retail stores require an agile partner for critical incidents.

With Lyra's resources, lululemon has supported 150+ critical incidents in stores, bringing a provider onsite within 24 hours to help employees process their emotions after challenging situations like active shooters, robberies, and other safety issues. "The past couple of years have been traumatic for our frontline employees with the pandemic, social injustice, and dealing with intensified retail customer service issues. Our retail employees are really the focus of our company, and we support their mental health through benefits like Lyra," said Tracy Taylor, lululemon's benefits program manager.

lululemon saw increased satisfaction and outcomes with mental health benefits like Lyra.

"Our biggest win this year is that mental health is now our priority, from the top down," said Taylor. "The retention we've seen and the happiness scores on our employee surveys throughout our company show that our mental health programs, including Lyra, are working." Employees rank their high satisfaction with Lyra at an average of 4.8/5, and 84% of lululemon employees who use Lyra improve or recover from their mental health conditions over the long-term.

lululemon has made mental health a foundational part of its business.

"Mental health is core to our business and authentically modeled at lululemon. It's been extraordinarily powerful seeing even our own leaders role-model healthy mental health behaviors like blocking off time publicly for their own therapy appointments or to attend mental health webinars," said Le. "We're doing a lot around mental health and wellness. This is an area we chose to win in as a company and want to lead. Lyra has been a big part of that."

Here's what lululemon members are saying about Lyra:

It can be very challenging to take that first step towards bettering your mental health and I very much appreciate the way Lyra makes the beginning of the journey as smooth as possible. This platform has been amazing so far. The user-friendly app and website intake process was great and very easy to navigate.

Everything with Lyra has been amazing. The technology works great, but the real differentiator was how great my therapist was. She was very intelligent, very current with her approach to care, and just all around very impressive.

Want to learn more?

Read lululemon's [Second Annual Global Wellbeing Report](#).

Hear more from John Le about employee wellbeing [here](#).

Watch this [webinar](#) featuring Tracy Taylor from lululemon on building employee resilience.