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Mirror workout stock

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Miller will enhance the company's digital sweat life products to bring immersive and personalized home sweat, as well as mindfulness solutions to new and existing Lululemon guests, the company said in a press release. The acquisition is the culmination of a relationship between the two companies that began in 2019, when Lululemon made an initial investment in the company. Lululemon said the move would allow it to bring more content to consumers through brand ambassadors for both companies. (Miller founder Bryn Putnam is a former Lululemon brand ambassador and will continue to be in charge of the company, which will be a standalone company within Lululemon.) The \$5 billion price tag may seem rich for start-ups, but the market doesn't seem to be hitting the eye. Lululemon rose 3.5% in trading late Monday to \$304.50. And it's hard to think of a company's timeliness in the age of Covid-19 than the providers of the various on-demand workouts that consumers can do at home. Of courseThere is room to buy and more than \$800 million in cash is available. Lululemon was one of the biggest retail winners in the pandemic, so the stock is up more than 27% to date. And that pales in comparison to the more than 100% rally seen by Peloton Interactive (PTON), another coronavirus success story in which high investors talk about how to value companies in the nexus of wellness and home services. Miller is seen by some as a competitor to the peloton. Fitness has been a new focus for consumers during the pandemic, along with the fact that athleisure is now doubling as office wear for remote workers, and that companies like Lululemon helped remain a good grace for investors even as store closures hurt earnings. Attracting consumers at home is very important for retailers who want to attract and retain customers during a crisis that explains the rationale for mirror trading. In addition, Lululemon's client base may limit or reverse the reopening of the gym, especially if coronavirus cases appear to be on the rise. teresa.rivas@barrons.com latest move in retail to meet the consumers they are now in the face of news that the athletic apparel maker, writing to Teresa Rbus in Lululemon Athletica shares, is buying a home fitness company for \$500 million. An error occurred. Thank you This article was sent to Lululemon Athletica (LULU) - getting a stake in the report is off the highs of the day, but is still up about 6% after the athleisure apparel company agreed to buy home fitness company Miller for \$500 million. All cash transactions land the up-and-down training company Lululemon, which allows customers to attend live classes from the comfort of their home. In a way, it's no different from the peloton (PTON) - the Get Report thrived as investors flocked to the business of staying home. The peloton continues to perform well as gyms are closed in many areas during the pandemic. Lululemon investors are hoping the Vancouver company can ride a similar wave of momentum to Miller. So far, if you make these observations based solely on stock prices, it is very good. Lululemon's shares had removed the impact of a somely disappointing earnings report. Quarterly sales are no longer expected. Stock prices had soared to records ahead of the print. Now they're jumping, and let's see what the chart looks like. Lululemon shares trade Courtesy of the daily chart.chart of Lululemon shares Stockcharts.com In mid-June, Lululemon shares lowered their earnings. I initially served as a support for 20 days, but I couldn't float the share price later in the month. However, \$290 filled

the role, working as a support on two different occasions during June after functioning as a resistance in late May. This is a constructive price action for bulls, especially as the share price gap increases on Tuesday, bringing back the 20-day moving average. In addition, clearResistance. However, after rising towards \$320, the stock was rejected. This level serves as a resistance before earnings and will be a hard nut to crack for the bulls. Or at least it could be. If that nut cracks, the bull should see Lululemon rotate and close on top of the monthly high sitting at \$324.76. If that happens, the stock could look like a new bullish uptrend, adding a \$350 mark. Near this level, Lululemon shares find 161.8% expansion. On the downside, make sure Lululemon holds a 20-day moving average. Below that figure is \$290, followed by a 50-day moving average and possibly a breakout level of \$260. In short, look at the moving average of \$320 to \$325 upside down and 20 days on the downside. Lululemon is buying home fitness company Miller for \$500 million, the retailer announced Monday, marked its first acquisition with a bet that more people are trying to pivot to exercise in their homes. Lululemon shares rose almost 4 percent in trading hours earlier. After the acquisition, Miller will run as a standalone company within Lululemon, and current CEO Bryn Putnam will continue as Miller's CEO and report to Lululemon Chief Executive Calvin McDonald, the companies said. Acquisitions paid in cash are expected to be completed in the second quarter of fiscal 2020. Lululemon invested \$1 million in Miller in mid-2019. Launched in 2018, Miller had raised \$72 million from investors to date. In addition to on-demand workouts and one-on-one personal training sessions, the business offers weekly live classes through wall-mounted mirror devices. That mirror sells for \$1,495, and subscribers pay \$39 a month to stream classes. Miller is seen as a competitor to other home workout equipment manufacturers, including the peloton. Many former gym users have flocked to these devices during the coronavirus pandemic, with fitness studios forced to close to try to curb the spread of Covid-19. When the peloton reported revenue in May, it said sales in the most recent quarter surged 66 percent from a year ago to \$524.6 million. The company said it ended the quarter with a connected fitness subscriber base of more than 886,100, up 94 percent year-over-year. Mirrors, on the other hand, currently have tens of thousands of users. In 2019, Lululemon detailed three visions: a brand that not only sells clothes such as leggings and sports bras, but also encourages people to sweat more. The acquisition of Miller is an exciting opportunity to build on that vision, McDonald said Monday. He added that the fitness company expects to generate more than \$100 million in revenue this year and will make even or slightly profitable in 2021. It's a revenue business in itself, and we know we can keep it growing, McDonald explained in an interview with CNBC's Sarah Eisen. We're seeing a whole new model for incremental business. He also thinksLululemon helps sell a lot of its training clothes to men and women, although it is not the main goal. It's not just an acquisition to sell more apparel, he said. We think it will be a byproduct. Lululemon, like many retailers, was a hit from the pandemic. In the most recent quarter reported earlier this month, net income was \$28.6 million, or 22 cents per share, from \$96.6 million, or 74 cents per share, a year earlier. Total revenue was \$651.96 million, down 17% from \$782.3 million a year ago. Lululemon said Monday that its existing liquidity includes \$800 million in cash, an existing \$400 million revolving credit facility and a new \$300 million credit facility. Lululemon shares are up about 26 percent this year. It has a market capitalization of about \$38.3 billion. Billion.

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