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The Truth Behind Lulu's Lemons?

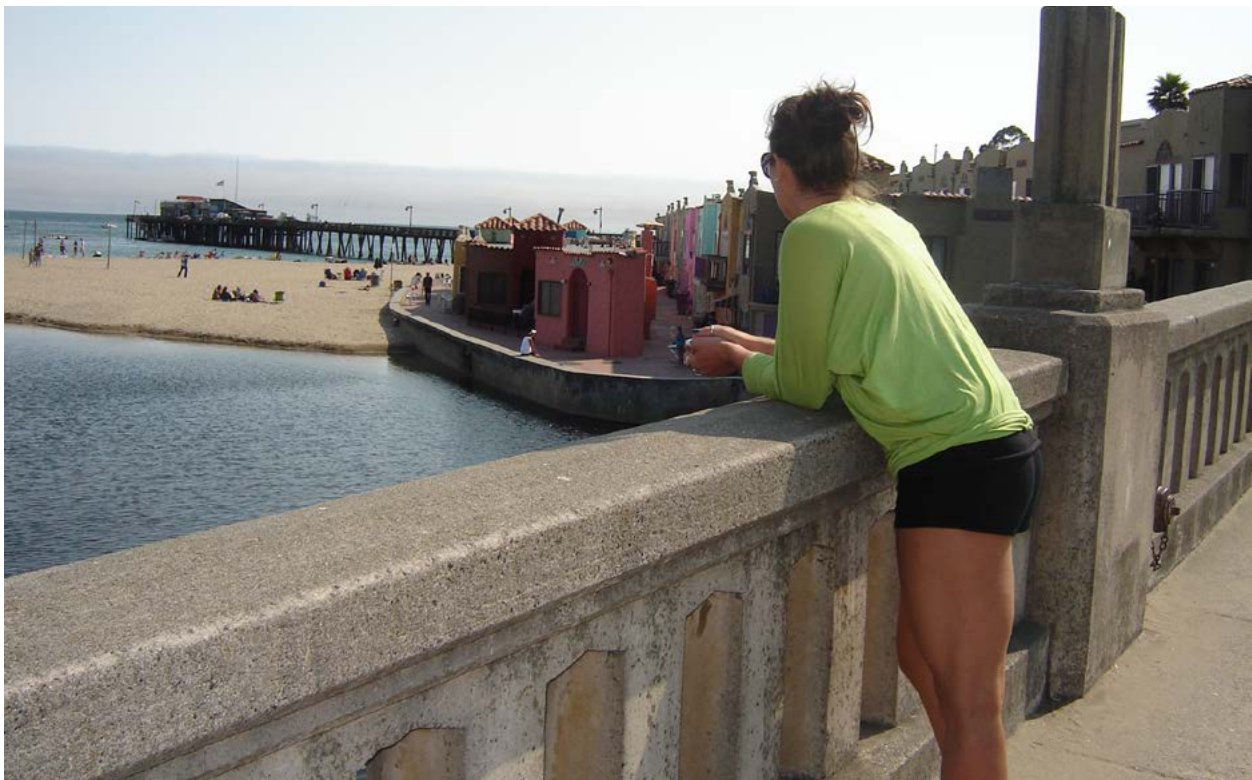
No yoga pants can contain Emily Beers' legs. And she's fine with that.



Beers and Shots

By Emily Beers

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Courtesy of Emily Beers

Chip Wilson of Lululemon said sheerness and pilling in yoga pants can be caused by rubbing. Emily Beers' legs agree.

I have boobs. Bigger boobs than most women. I'm a 36D. But I generally wear a C, which promotes more enthusiastic cleavage.

Last summer, a skinny, flat-chested friend of mine was rocking one of those flowing, cute summer dresses—the kind of dress in which a bra is optional.

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I'd love to be able to prance around braless in one of those dresses, but I can't. Well, it's not that I can't. But I choose not to wear garments that I hang out of, or at the very least, garments that would expose a serious and unfortunate case of side boob.

I'll never wear the same dress as my scrawny, flat-chested friend, and she will never pull off all-star cleavage in a sexy halter dress.

C'est la vie.

**I throw heavy shit around
all the time, sometimes at
the expense of my pants.**

Our genetics are not the same, and the life choices we make that shape our bodies are as different as our genes.

Some have shapeless stick legs, some have thunder thighs, some have serious cases of cellulite, while others still have Miranda Oldroyd-style beautifully sculpted legs.

Is it so wrong to point out facts?

Apparently.

Recently, Lululemon Athletica founder Chip Wilson was reprimanded by mainstream media, Facebook users, angry Tweeters—you name it—for comments made during a Nov. 8 interview on [Bloomberg TV](#).

In March, Lululemon recalled yoga pants due to "a level of sheerness in some of our women's black Luon bottoms that falls short of our very high standards," according to a [release](#). In the Bloomberg interview, Wilson admitted the company had made an error in the pants, but his comments suggested other reasons for the issues with the product.

When Bloomberg host Trish Regan asked him about the problems with the popular pants, Wilson essentially said large-legged females cause the issues.

He described what he thinks are the real causes of sheerness and pilling: "It's really about the rubbing through the thighs, how much pressure is there ... over a period of time and how much they use it."



Richwell/Correa

The face of a woman who expects some pilling when a barbell is dragged over her shorts or pants.

He added, "The thing is that women will wear seatbelts that don't work, or they'll wear a purse that doesn't work, or, quite frankly, some women's bodies just actually don't work for it."

Since making his statements, Wilson has received a ton of criticism.

"Ladies—you're too fat for my yoga pants #Lululemon Chairman tells me," Regan tweeted.

"Lululemon founder Chip Wilson blames women's bodies for yoga pant problems," read the [ABC News website](#).

Others on Facebook and Twitter accused Wilson of "fat-shaming" and of being "clueless and sexist."

A few days later, Under Armour founder and CEO Kevin Plank and skiing superstar Lindsey Vonn appeared on Bloomberg TV to offer their opinions.

"Doesn't matter what size you are, Under Armour is that brand for you," Vonn stated, capitalizing on Wilson's blunder.

And as these things always go, Wilson reacted by putting out an [apology video](#) saying how sad he was for "the repercussions of my actions."

He added: "I'm sad for the people of Lululemon who I care so much about that have really had to face the brunt of my actions."

Critics were quick to point out that it seemed he was apologizing to Lululemon employees rather than customers.

What kind of politically correct, scared-to-offend world do we live in where people actually can get their pants in such a knot over this?

Let's review what happened here:

Chip Wilson pointed out a truth.

I know this because I'm one of these big-legged customers of whom Wilson spoke.



Courtesy of Audrey Tannant

Pro tip: Burned-out patches on the pants can indicate whether an athlete is keeping the bar close to the body while lifting.

Sometimes, my pants start to wear out sooner than those owned by my skinny-legged friends. When I purchase a pair of Lululemon pants, I don't expect them to last a lifetime. Generally, they last between four to eight months before they start looking somewhat worn around my quads, my hamstrings and my thighs. I know that my Lululemon pants are here for a good time, not necessarily a long time.

The problem isn't the pants. The problem is my build and the lifestyle I choose to live: I throw heavy shit around all the time, sometimes at the expense of my pants.

Despite the fact I frequent Lululemon more often than most to buy a new pair of pants, I've tried other yoga brands. Lululemon is by far the best quality yoga pant out there. Lululemon also has one of the best exchange policies I've ever encountered in the retail industry. I have returned pants on multiple occasions and have been handed a new pair for free with no questions asked.

My legs are big. When I measure my thigh circumference against men, I usually win.

I have worked hard to build my hamstrings, glutes and quads, and I'm proud of them.

I can squat 275 lb. and deadlift 350 lb.

I go places and get asked, "Where did you get your legs from?"

I have a hard time finding jeans, so I often resort to dresses—a great alternative.

Some men think my legs are sexy; others are scared and run for the hills.

And, unfortunately, I have to replace my Lululemon pants more often than my skinny-legged friends.

Offensive? No.

First World problem? Yes.



About the Author

Emily Beers is a *CrossFit Journal* staff writer and editor. She competed in the 2011 Reebok CrossFit Games on CrossFit Vancouver's team, and she finished third at the Canada West Regional in 2012. In 2013, she finished second in the Open in Canada West.