



HEALTH & WELLNESS

Turning Workplace Experience into Measurable Performance

Why It Matters

For retail and apparel brands, health and experience shape recruitment, retention, productivity, and brand authenticity. The built environment is one of the most direct ways to reinforce those values.

What We Do

BranchPattern helps organizations translate culture and wellness goals into actionable building strategies. We support:

- Healthy building certifications (Fitwel, WELL Advisory)
- Gap assessments and feasibility analysis
- Policy alignment and amenity strategy
- Indoor environmental quality optimization
- Leadership-level cost/benefit evaluation
- Documentation and certification management

Our work bridges design, operations, and executive priorities — ensuring health strategies are both meaningful and achievable.

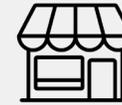
Where This Applies



Corporate Headquarters



Distribution & Logistics Facilities



Retail & Workplace Environments

Selected Experience



lululemon

Our Perspective

Health-forward buildings are not just amenities. They are an operational strategy. When wellness is embedded in workplace design and performance standards, it strengthens both people and brand.

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VF Corporation

For its Denver headquarters, VF Corporation sought to ensure that workplace design, policies, and operations actively supported employee health, well-being, and performance. BranchPattern brought a human-centered lens to workplace performance, aligning building strategies with the company's culture and values. Through the Fitwel certification process, we translated existing amenities, policies, and design features into a clear, measurable framework for workplace health.

VF's Denver headquarters successfully achieved Fitwel certification, reinforcing the company's commitment to occupant health and experience. The project demonstrated how health-focused workplace strategies can be integrated into a real corporate environment without starting from scratch. VF's headquarters illustrates how health, culture, and building performance can align to create spaces that support both employees and long-term organizational resilience.

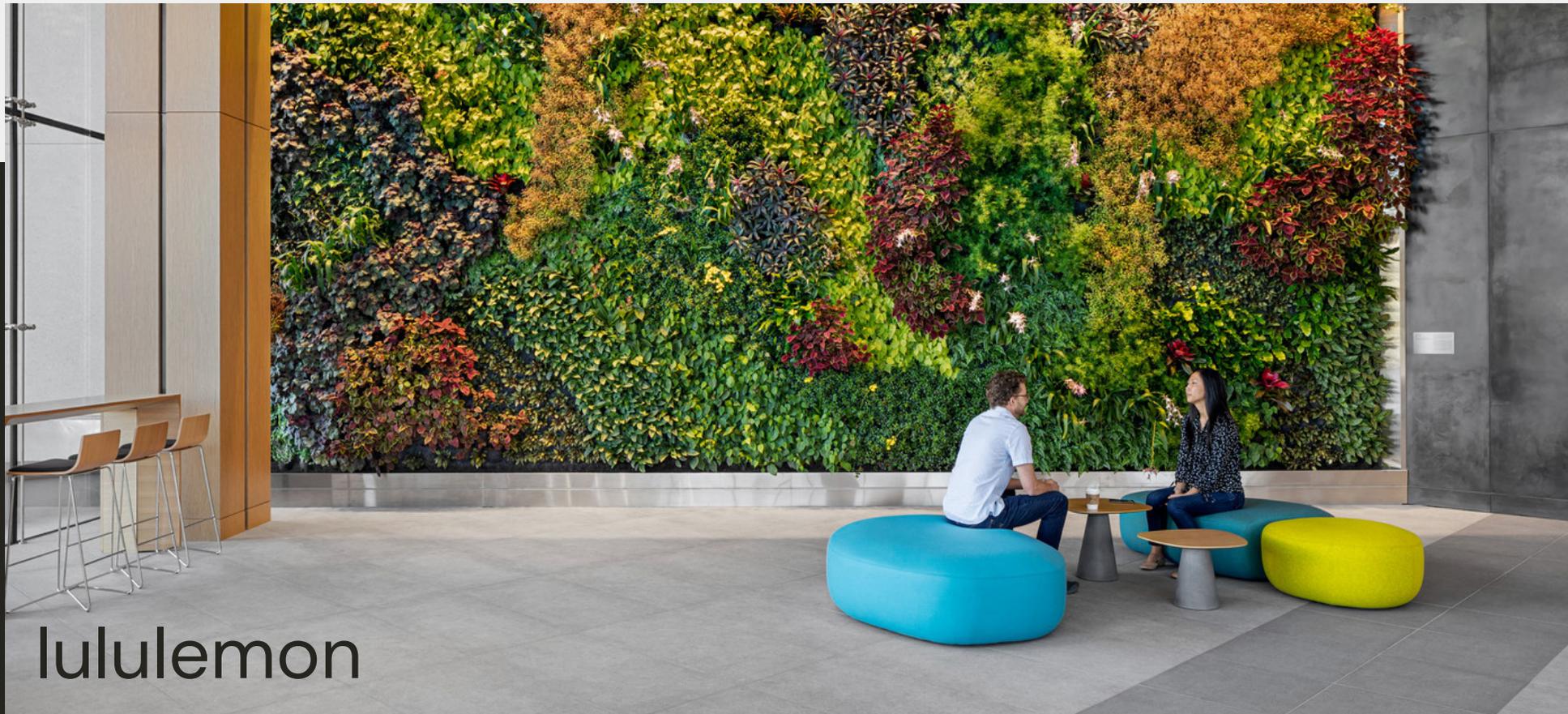




lululemon

Across its North American distribution network, lululemon sought strategies to ensure large-scale warehouse environments supported employee health and well-being while advancing broader sustainability goals. BranchPattern partnered with lululemon on multiple distribution centers in the U.S. and Canada, bringing a human-centered lens to industrial workplace performance. Through Fitwel certification strategy and consulting, we helped translate operational practices, design features, and workplace amenities

into a clear, measurable framework for employee health within complex distribution environments. This work demonstrated how health-focused strategies can be successfully integrated into large-scale industrial facilities. By aligning workplace health, operational performance, and building strategy, lululemon's distribution centers show how employee well-being and sustainability goals can advance together within modern logistics environments.



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