

LORNA JANE



SINCE 1989
MARCH / APRIL ISSUE
2025

Anywhere
Anytime

Move how you want,
where you want, in
our latest collections.

Athlete
approved

“When you move
for a living, only
the best will do.”

Josie Prendergast | Professional Surfer

120+
NEW
STYLES

For your next
adventure



Anywhere *Anytime*

“In this issue we celebrate how far we’ve come with the Activewear category and just how versatile it can be.”

Lorna Jane Clarkson

My vision has always been to create Activewear that empowers women, not just in the gym but in every moment of their busy lives. For me it’s about designing pieces that women can wear Anywhere, Anytime so we can move through every part of our lives with the perfect combination of comfort, confidence, and style.

Whether we’re heading to a workout, meeting a friend for coffee, running errands, or attending a meeting – wearing Activewear is part of our lifestyle, it’s who we are - and in this issue we celebrate how far we’ve come with the Activewear category and just how versatile it can be.

We also show you some key styles for the warmer months ahead and our

resident icon @siennaespie wows us with off-duty perfection in her City Getaway edit.

We’re also launching our first official sleepwear collection this month – and what I love about these pieces are that they’re designed to be just as versatile as our Activewear. So, you’ll be wearing them not only in the bedroom but styled back with your weekend wear as well.

If you follow me on Instagram (@ljclarkson) you’ll know that I just launched my Never Give Up Podcast (Yay!) and on page 16 and 17 I talk about what ‘Never Give Up’ means to me, why I decided to do a podcast and what you can look forward to as a listener.

I can’t go without reminding you that wearing Activewear really does have the power to change how we live – so why not start wearing it Anywhere, Anytime and experience the ease and confidence it brings to everything that you do.

Stay strong, stay inspired, and as always #NeverGiveUp.

LORNA JANE CLARKSON
Founder & Chief Creative Officer



CABLE SEAMLESS SPORTS BRA
CABLE SEAMLESS BIKE SHORTS
THROWBACK OVERSIZED SWEAT
LOTUS PILATES GRIP CREW SOCKS

A woman with long blonde hair stands on a gravel path, holding two trekking poles. She is wearing a black sports bra and matching high-waisted bike shorts with a white floral pattern. She is also wearing white socks and brown hiking boots. The background features a gravel path leading towards rolling hills under a clear sky.

for
wherever
life takes
you — Lorna Jane

DITSY DAISY SPORTS BRA
DITSY DAISY 12CM BOOTY BIKE SHORTS
2 PK INSPIRATIONAL CREW SOCKS

Active adventures start here

WISH YOU WERE HERE CAP
RECHARGE WASHED RELAXED T-SHIRT



1.



3.



2.

1. THROWBACK OVERSIZED SWEAT
CABLE SEAMLESS BIKE SHORTS
2. CABLE SEAMLESS LONG SLEEVE TOP
CABLE SEAMLESS BIKE SHORTS
3. LJC HERITAGE CAP
LIBERTY BRA TANK COMBO
LOTUS NO CHAFE PHONE POCKET ANKLE BITER
LEGGINGS
VARSITY CREW SOCKS

ATHLETE

Approved

Engineered for high support

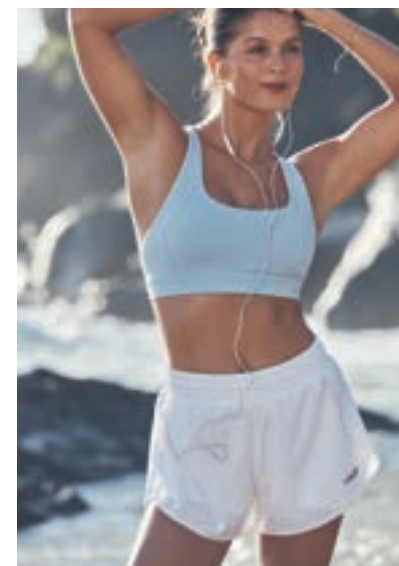
Mesh racerback and keyhole design for breathability

High-rise waist with adjustable drawcord for customisable fit

Side pockets to store keys, gels + cards

Made from Nothing 2 See Here™ fabric—providing total coverage for your every move

TRAILBLAZER POCKET SPORTS BRA
TRAILBLAZER PHONE POCKET ANKLE BITER LEGGINGS
ICONIC SOCK



“When you move for a living, only the best will do.”

Josie Prendergast | Professional Surfer

Josie puts our Activewear to the test, because as an athlete, she knows the importance of pieces she can rely on. She needs Activewear that can keep up—offering support, durability, and all-day comfort, no matter where the day takes her.

INTRODUCING *Sleepwear*



WEEKEND AWAY FLANNEL SHIRT
FLANNEL LOUNGE PANTS

*Soon to be
your latest
obsession*

...

First, we reimagined Activewear. Now, we're rewriting the rules of sleepwear. Designed with the same expert detail, premium fabrics, and elevated style you expect from us, these pieces are for the nights you stay in (*and the days you don't*).



SEAMLESS BRALETTE
WAFFLE REST AND RECOVER ROBE



SLEEP MASK
WAFFLE LOUNGE SHIRT
WAFFLE LOUNGE PANTS



WEEKEND AWAY FLANNEL SHIRT
MONOCHROME CHECK LOUNGE BRALETTE
FLANNEL FLASHDANCE CHEEKY SHORT

Made for.

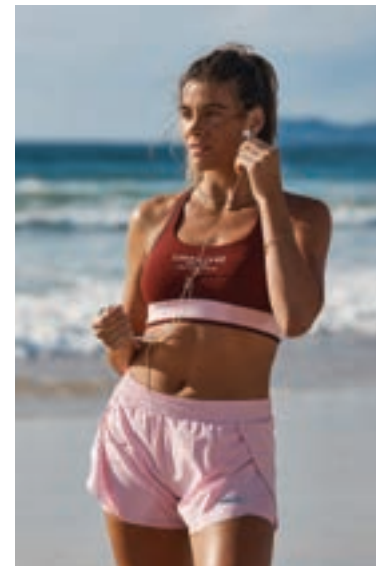
moving

Running Essentials



The **AMY**
COLLECTION

SPEED CIRCUIT ACTIVE RIB TANK
AMY MAXIMUM SUPPORT SPORTS BRA
AMY NO RIDE PHONE POCKET FULL LENGTH LEGGINGS
ICONIC SOCK



Lightspeed Shorts

Ignite your workouts in the Lightspeed Phone Pocket Run Short. Featuring a built-in anti-chafe compressive shorts lining with a secure pocket for your phone. The bonded hems provide the ultimate lightweight workout experience, and drawcord adjustability allows you to customise your fit.

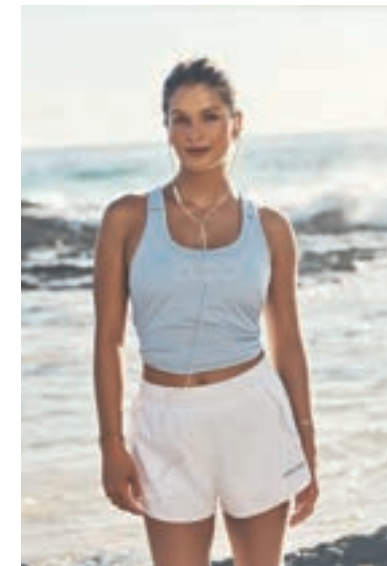
LIMITED EDITION AMY MAX SUPPORT SPORTS BRA
LIGHTSPEED PHONE POCKET RUN SHORT



Easy Zip On Sports Bra

With functional wearability in mind, this bra features shoulder straps you can adjust from the front (on the move) and a secure zip up design. With hidden bounce resistant lining and a compressive adjustable underbust band, this bra is perfect for high impact workouts.

EASY ZIP ON MAX SUPPORT SPORTS BRA
LIGHTSPEED PHONE POCKET RUN SHORT



Peak Performance Active Tank

The form fitting silhouette stays in place while the active fabrication wicks away sweat, so you can focus on your workout. Featuring our iconic Lorna Jane icons, this tank is a running must-have.

PEAK PERFORMANCE ACTIVE TANK
LIGHTSPEED MAX SUPPORT SPORTS BRA
LIGHTSPEED PHONE POCKET RUN SHORTS

Lorna Jane *Tennis Club*



LJ ACTIVE HEADBAND
GURU SPORTS BRA
MICRO PLEAT ACTIVE SKORT



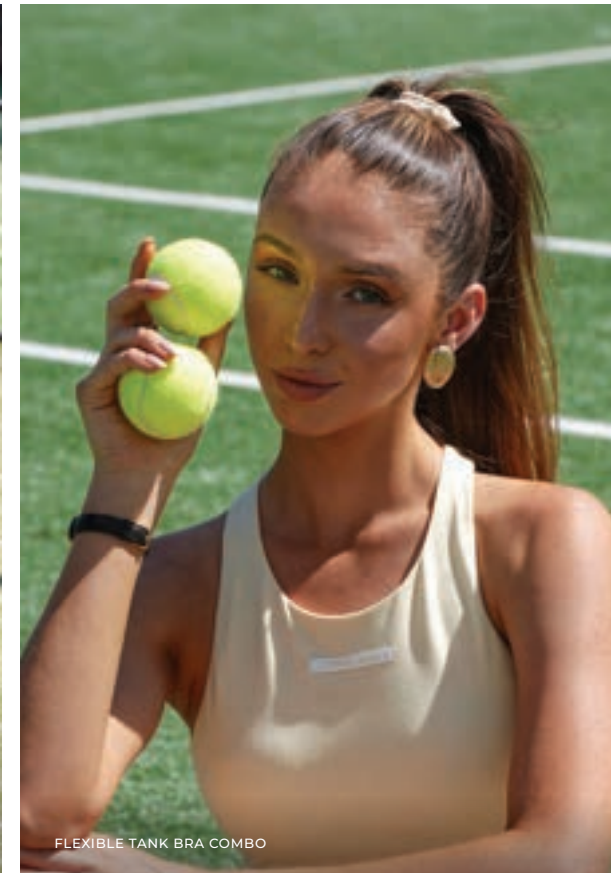
MICRO PLEAT ACTIVE SKORT



VENTILATION VISOR
FLEXIBLE TANK BRA COMBO
LIBERTY 14CM BIKE SHORTS
ACTIVE LIVING TUMBLER



VENTILATION VISOR
COURTSIDE ACTIVE DRESS



FLEXIBLE TANK BRA COMBO

Never give up

W / LORNA JANE CLARKSON

We sat down with our
Founder Lorna Jane Clarkson
to talk about her new podcast
'Never Give Up'



Q: 'Never Give Up' is such a powerful message—what inspired you to start this podcast, and what do you hope listeners learn?

I wanted to create a platform where women could share their stories and learn from each other. A space where we could talk about the good, the bad and everything in between, in an effort to inspire and empower other women on their journeys as well.

Q: You've built an incredible brand at Lorna Jane by staying true to your vision. Can you share a time when you faced a major challenge and thought about Giving Up?

There have been so many challenges building Lorna Jane and that's a huge part of why I wanted to create the podcast – to show that there will always be challenges when you're trying to build something. But it's the overcoming of these challenges that pushes you forward and takes you to the next level.

The biggest Never Give Up moment for me was when I was first starting Lorna Jane. I wasn't just building a brand, but the Activewear category as well. No one believed that women would be wearing Activewear everywhere. Landlords wouldn't give me quality retail space and because I was a fitness instructor, they didn't take me seriously as a businesswoman! But I proved them wrong, I kept turning up every day, and built the category until they couldn't ignore it anymore!

Q: Your new podcast features conversations with six incredibly inspiring women, how did you select these women and what do you discuss?

For me it was about selecting women that had achieved a level of success in their life but were also open and honest enough to share both the highs and lows of their journey. Interesting, relatable, generous women that had

faced challenges and gained knowledge and experience that we all could learn from.

Q: Tell us about your vision for your podcast and what listeners can expect?

My vision for the podcast is for the listener to feel like they're in the room with us, chatting about life's experiences and all the lessons we've learnt along the way. By sharing our most vulnerable moments and how we have overcome them I'm hoping to show her that with the right mindset and motivation she can get through her toughest moments too.

Q: If you could give one piece of advice to someone feeling stuck or on the verge of giving up, what would it be?

My first pieces of advice would be to say that it's ok to feel like giving up, as long as you don't!

My second piece of advice would be to ask yourself in that moment "Why am I doing this?" and the answer will remind you why you started ... and trust me ... reminding yourself of your vision/purpose or passion will remove any chance of you giving up and give you the motivation to keep going.



SCAN HERE
TO LISTEN



URBAN *moments*

A city getaway calls for athleisure that does it all. From airport travel looks to café hopping, @siennaespie proves that easy, effortless athleisure dressing is key to staying stylish and comfortable wherever your weekend escape takes you.



EASY ADJUST RACERBACK RIB TANK
MICRO PLEAT ACTIVE SKORT



LJC RETRO SPORTS BRA
LJC RETRO ANKLE BITER LEGGINGS
CROPPED SPORTS TRENCH



CLASSIC KNIT CARDIGAN
STREAMLINED ACTIVE 10CM BODYSUIT



OUTDOOR KNIT VEST
LJ BASICS T-SHIRT
TOTAL BLISS ACTIVE SKORT



COURTSIDE ACTIVE DRESS

In Her Suitcase:

At Lorna Jane our collections are thoughtfully designed to both create and build on your capsule wardrobe. Sienna's go-to for travel? Lorna Jane—keeping her packed light and styled right.



- 1. LORNA LOGO T-SHIRT
- 2. HERITAGE CROPPED SHACKET
- 3. NEW SPORT SWEATSHIRT
- 4. RETRO TRACK HIGH SUPPORT SPORTS BRA
- 5. ORIGINAL SPORT WASHED VINTAGE T-SHIRT
- 6. IRRESISTIBLE RIB BRA TANK COMBO
- 7. ORIGINAL SPORT WASHED JERSEY SHORTS
- 8. TRAILBLAZER WASHED CAP
- 9. LJ CARRY BAG
- 10. PINSTRIPE ICONS CAP
PINSTRIPE SPORTS BRA
RETRO SUIT PANTS
HERITAGE CROPPED SHACKET

Where to
NEWT?



REFORM SOFT LASER CUT SPORTS BRA
REFORM SOFT LASER CUT FULL LENGTH LEGGINGS

120+ *NEW* Styles
for your next adventure





LORNA JANE
ACTIVE LIVING

Australian owned, loved worldwide



DOWNLOAD
THE APP



CLICK &
COLLECT



SHOP
ONLINE



SHOP
IN-STORE



FOLLOW
US

lornajane.com | [@lornajaneactive](https://www.instagram.com/lornajaneactive) | [@ljclarkson](https://www.instagram.com/ljclarkson)