

LORNA JANE

A woman with blonde hair tied back, wearing a teal Lorna Jane baseball cap, a matching teal ribbed sports bra, and teal ribbed shorts. She is holding two 5kg dumbbells in her hands. The background is a plain, light-colored wall.

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SINCE 1989

JANUARY/FEBRUARY 2025

Your pace,
your
way

Begin 2025 with
purpose and style.

Back to
BUSINESS

@mariathattil proves
that our Activewear
can be worn beyond
the gym.

120+
NEW
STYLES
To Keep You *Cool*
This Summer



WITH LOVE ALL DAY SPORTS BRA | NZD \$105
WITH LOVE 12CM BIKE SHORTS | NZD \$105
WITH LOVE CREW SOCKS | NZD \$25

LOVE LOUNGE STRIPE SHIRT | NZD \$150
STRIPE LOUNGE PANTS | NZD \$150

.You just need to *start*

I recently read that there are two times in the calendar year that we are more open to change—and guess what? The New Year and specifically January just happens to be one of them.

So how do we start 2025 the right way?

Do we write down all our goals and ambitions for the year, set timelines and power through? Or do we linger in this wonderful energy we've created over the holiday and allow ourselves more space this year to enjoy the journey of 2025 and not just what we've set out to achieve?

I personally think there's room for both approaches and in this issue, we ask Clinical Herbalist and advocate for mindful living, Georgia Gibbs about her 'Your Pace, Your Way' approach to New Year resolutions and setting goals in general.

And because January and February



can feel like we're back at work but not quite willing to leave the holidays behind us, we asked Actor and media personality Maria Thattil to put together her fave 'Back to Business' looks. Maria believes we should dress in a way that reflects who we are and who we want to become, and her effortlessly curated looks will inspire you to take a more active approach to power dressing this year.

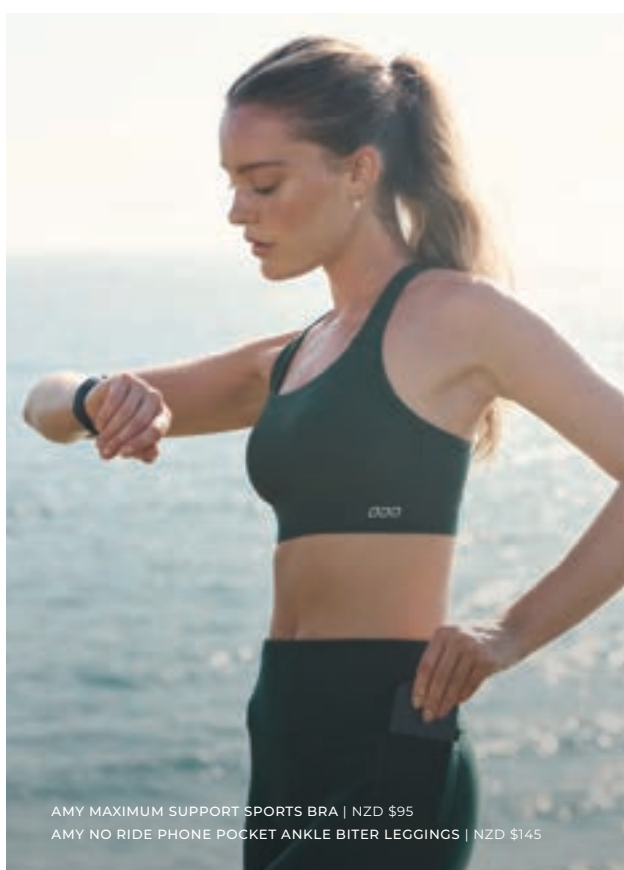
We also shine a light on the importance of choosing the right Sports Bra, which was a timely reminder for me to add 'throw out old bras' to my New Years resolutions!!

And finally, whether you're planning on taking it easy or kicking off a new fitness campaign—don't forget we have 120+ new styles dropping this summer so there is sure to be something to suit your plans.

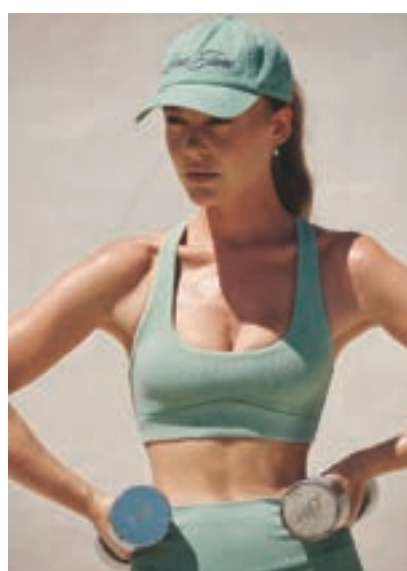
The New Year is the perfect time to start doing more of the things you love, and I hope this issue inspires you to start making plans YOUR WAY in 2025.

Lorna Jane

LORNA JANE CLARKSON
Founder & Chief Creative Officer



AMY MAXIMUM SUPPORT SPORTS BRA | NZD \$95
AMY NO RIDE PHONE POCKET ANKLE BITER LEGGINGS | NZD \$145



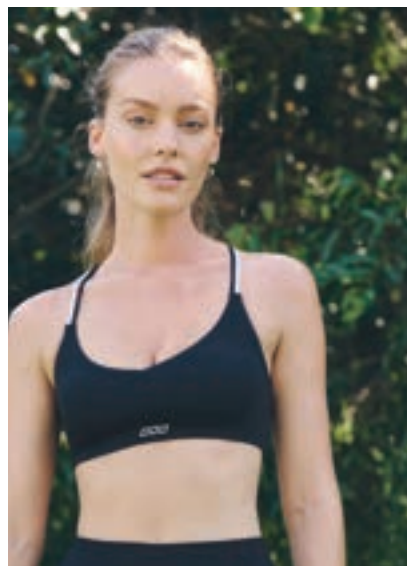
HERITAGE WASHED LOGO CAP | NZD \$45
NEVER BETTER WASHED SEAMLESS SPORTS BRA | NZD \$110
NEVER BETTER WASHED SEAMLESS BIKE SHORTS | NZD \$110



EASY ZIP ON MAX SUPPORT SPORTS BRA | NZD \$115
LIGHTSPEED PHONE POCKET RUN SHORT | NZD \$90



LJC CAP | NZD \$45
AMY MAXIMUM SUPPORT SPORTS BRA | NZD \$95
AMY PHONE POCKET TECH BIKE SHORT | NZD \$100



MINDFUL MOVEMENT SPORTS BRA | NZD \$105
OUTLINE 7/8 LEGGINGS | NZD \$130



RETRO TRACK HIGH SUPPORT SPORTS BRA | NZD \$115
RETRO TRACK ANKLE BITER LEGGINGS | NZD \$150

Heat Waves

The New Year is here, and it's bringing the heat—just like our hot new Activewear. Designed to keep you cool, comfortable, and ready for anything, these styles have you covered as you chase your 2025 goals. Feel the burn, not the heat, and take on the year ahead with confidence.

Your pace Your way

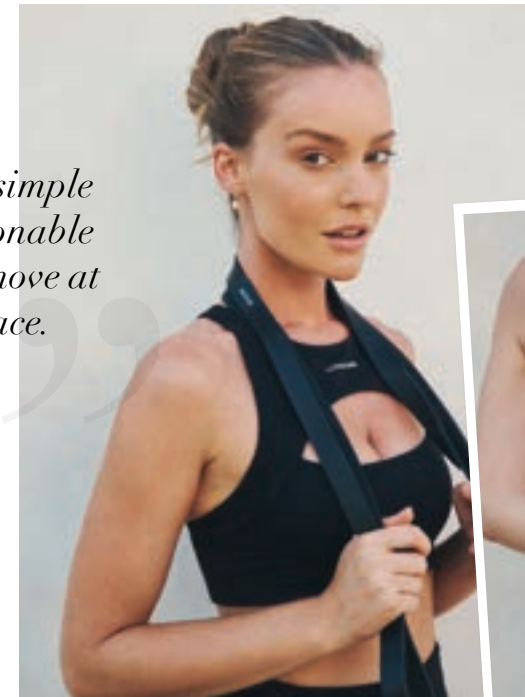
Clinical Herbalist and advocate for mindful living, @georgiagibbs_ starts the year with intention. From active mornings to setting simple, actionable goals, Georgia shows us how to begin 2025 with purpose and style.



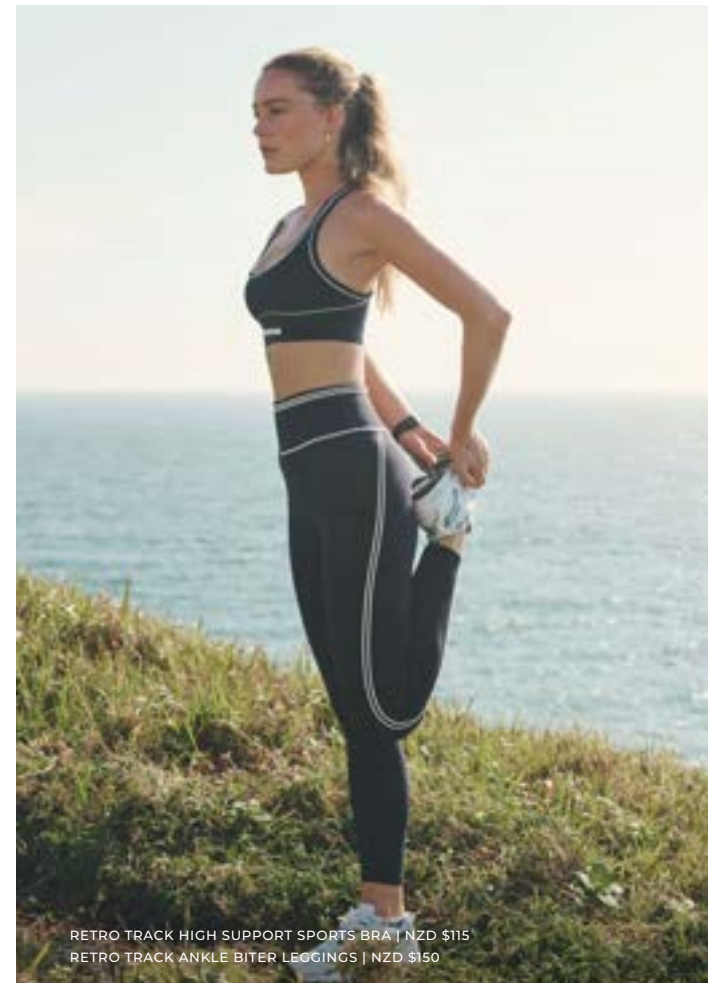
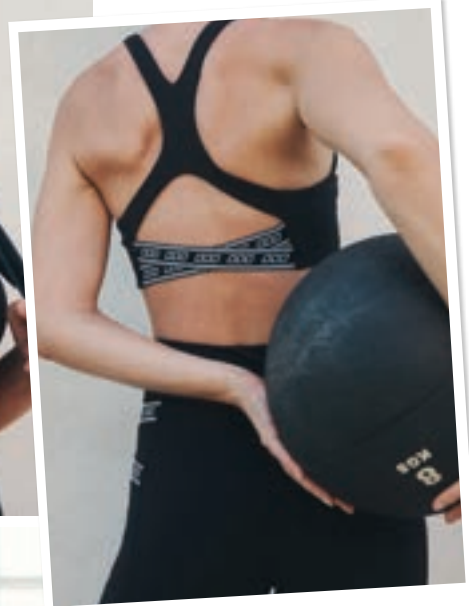
Scan for our full
interview with Georgia

BLUE FLEUR RACER BACK SPORTS BRA | NZD \$105
BLUE FLEUR HI FOLD NO RIDE 12CM BIKE SHORTS | NZD \$105

“Write a list of simple
goals and actionable
steps and just move at
your own pace.”



ECLIPSE SPORTS BRA | NZD \$110
ICONIC SWIFT ANKLE BITER LEGGINGS | NZD \$150



RETRO TRACK HIGH SUPPORT SPORTS BRA | NZD \$115
RETRO TRACK ANKLE BITER LEGGINGS | NZD \$150



WITH LOVE ALL DAY SPORTS BRA | NZD \$105
WITH LOVE 12CM BIKE SHORTS | NZD \$105
WITH LOVE CREW SOCKS | NZD \$25



LIFTED SPORTS BRA | NZD \$105
LOTUS FLARED CROPPED LEGGINGS | NZD \$140



1.



2.

1. LJ BASICS STRIPE RIB TANK | NZD \$65
TWO TONE DENIM FLASHDANCE PANT | NZD \$185
2. ATHLEISURE KNIT MINI DRESS | NZD \$185

Your 2025 Athleisure LINEUP

From errands to brunch,
discover the pieces that offer
everyday comfort and style.



*Our Make Space fabric
is back with new-season
designs and colours.*

This ultra-soft, comfort-first range is
made to elevate your style—and trust
us, you'll never want to take them off.

Our softest
fabric to date

Luxurious
cushioned feel

Versatile
wardrobe
essential

1. CLOUD NINE SPACER SWEATSHIRT | NZD \$175
CLOUD NINE SPACER SHORTS | NZD \$100
2. GO-TO CLASSIC CROP T-SHIRT | NZD \$80
CLOUD NINE SPACER SHORTS | NZD \$100



2.



SELF LOVE CLUB T-SHIRT | NZD \$90
WITH LOVE LOUNGE SHORTS | NZD \$80
WITH LOVE CREW SOCKS | NZD \$25



NEVER GIVE UP WASHED BOYFRIEND T-SHIRT | NZD \$105
LOTUS SHORTS | NZD \$80



LOTUS T-SHIRT | NZD \$50
WITH LOVE 12CM BIKE SHORTS | NZD \$105
WITH LOVE CREW SOCKS | NZD \$25

Effortless Comfort

Whether you're chasing goals or taking time to recharge, this collection has you covered. Lounge-worthy yet luxe, these designs are perfect for relaxing at home—and you'll even find yourself reaching for them when you head out too.



MUSE RIB TANK | NZD \$70
WITH LOVE ALL DAY SPORTS BRA | NZD \$105
WITH LOVE LOUNGE PANTS | NZD \$100

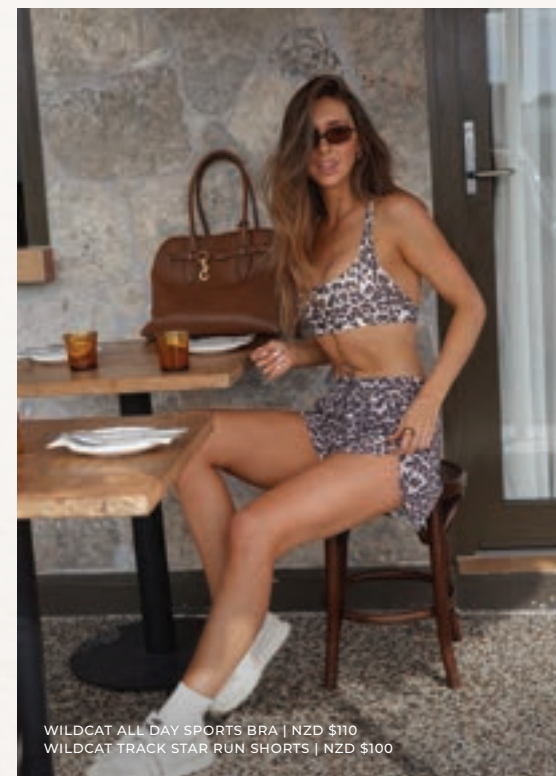
*Relaxation for me is
detaching on the weekends
and having some no
phone time.*

MUSE RIB TANK | NZD \$70
DANCE SHORTS | NZD \$65



The way she wears it

You love her, and so do we—@siennaespie is back to show us how she's wearing Lorna Jane for the New Year.



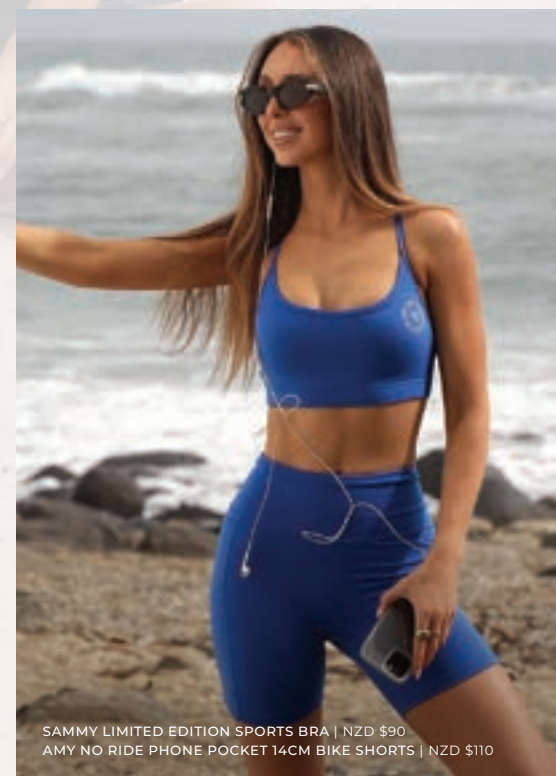
WILDCAT ALL DAY SPORTS BRA | NZD \$110
WILDCAT TRACK STAR RUN SHORTS | NZD \$100



LOTUS LONGLINE SPORTS BRA | NZD \$90
LOTUS NO CHAFE PHONE POCKET 12CM BIKE SHORTS | NZD \$85



ACTIVE LIVING TUMBLER | NZD \$60
WILDCAT ALL DAY SPORTS BRA | NZD \$110
LOTUS NO CHAFE PHONE POCKET 12CM BIKE SHORTS | NZD \$85



SAMMY LIMITED EDITION SPORTS BRA | NZD \$90
AMY NO RIDE PHONE POCKET 14CM BIKE SHORTS | NZD \$110

Back to BUSINESS

Step into 2025 with a wardrobe designed to keep you moving as you get back into routine. This Season's styles redefine versatility, keeping you ready for whatever the day demands.

The way we work has changed and so has how we dress – and Actor & Media Personality @mariathattil proves that our Activewear can be worn beyond the gym.



LJ BASICS RIB TANK | NZD \$65
RETRO SUIT PANTS | NZD \$175



ALL STAR ACTIVE RIB ZIP THROUGH JACKET | NZD \$160
IRRESISTIBLE LUXE RIB SPORTS BRA | NZD \$105
IRRESISTIBLE LUXE RIB 14CM BIKE SHORTS | NZD \$110



ONE-AND-GO BUTTON UP SHIRT | NZD \$140
LOTUS CROP TRUE COMFORT SPORTS BRA | NZD \$100
DANCE PANTS | NZD \$110

EVERYDAY ACTIVE DRESS | NZD \$175

Styles for *Every* Moment

Style meets functionality in pieces perfect for active plans, work meetings, and everything in between.



1. RETRO TRACK ZIP THROUGH JACKET | NZD \$175
LIFTED SPORTS BRA | NZD \$105
TOTAL BLISS ACTIVE SKORT | NZD \$115
2. LIBERTY BRA TANK COMBO | NZD \$110
RETRO RIB 12CM BIKE SHORTS | NZD \$105
3. TWO TONE DENIM UTILITY JACKET | NZD \$185
NEVER BETTER WASHED SEAMLESS SPORTS BRA | NZD \$110
TWO TONE DENIM FLASHDANCE SKIRT | NZD \$140

RETRO TRACK T-SHIRT | NZD \$115
RETRO FLASHDANCE TRACK SHORTS | NZD \$80
SPORTY CREW SOCK | NZD \$25

LJ BASICS RIB TANK | NZD \$65
RETRO SUIT PANTS | NZD \$175

With Maria

Q: How do you balance so many different roles?

I don't know if I ever get the balance perfectly right. I'm a very type A organised person, so I have set goals for what year I want to achieve what thing. Now I'm in a place where I can focus on what I really want and that's acting. It also leaves room to do all the other things I love around advocacy and media.

Q: How do you manage a busy schedule?

Have a really good calendar or notes app. Every micro thought I have I'll note it down in the apps - I'm such a list girl! Another thing I will say as someone who's very passionate about health and wellbeing - pencil in rest. Rest isn't something that you earn or don't need, it is an essential.

Q: Proudest career moment?

It was when I won the Marie Claire Voice of Now Award last year. It was my proudest career moment because I was in a room with some of the most inspiring and impactful women I've ever met, and being recognised among them for my voice made me incredibly proud. Especially since I didn't think I had much of a voice growing up.

Q: Proudest moment that others might not know?

I do have social anxiety, and I was recently in a situation where it was triggered. I was very proud of myself for being able to internally get past it and not give in to the thoughts that made me question myself.

Q: A habit you swear by?

Lately, it's eating breakfast before I have my morning coffee. For cortisol levels and your energy, it's so important to fuel your body right from the start of the day. Another habit is hugging people... every day. We're human and we need it.

Q: How do you start the day to set yourself up for success?

It doesn't matter if I've only got 2 minutes or 15, I like to meditate in the morning. It's so important to give time to yourself before you're then able to give to others. And then I like to play 90s music - a bit of TLC's 'No Scrubs'. Habits like that just set the tone for your day. Plus, it's fun!



"I think it's so important to dress and show up for your life in a way that reflects who you are and who you want to be."

- @mariathattil

Q: Something you've learned about yourself throughout your journey?

I am a little bit tougher than I realised. My career is crazy, and I've had to be in some crazy and sometimes terrifying situations, for example being in a water tank with water pythons on national television or speaking to an audience of 2000 people live. But I learned that I'm tougher than I thought and that's really nice.

The Sports Bras You Need This Summer

85% of women are wearing the wrong sports bra, and we're here to change that! Here are some of our best selling Maximum Support Sports Bras that we know you'll love.



EASY ZIP ON SPORTS BRA

Featuring a front zip for quick and easy dressing—perfect for post-workout ease.

- Adjustable front shoulder straps for on-the-go convenience.
- Adjustable underbust band with back clasp for a customised fit and support level.
- Higher coverage to reduce bust bounce and provide maximum support.

MOULDED SPORTS BRAS

Featuring soft moulded foam technology to provide 360° support, breathability, and a natural shape.

CURVE CONTROL

DESIGNED FOR
C/DD+ CUP SIZE



- Dual back closure and adjustable wide straps for a secure fit.
- Lightweight moulded cups for breathability & support.
- Soft bonded neckline & armhole edges for reduced dig.

FLEX APPEAL

DESIGNED FOR
B-C CUP SIZE



- Adjustable straps & rigid anti-slip underbust band for support.
- Lightweight moulded cups for breathability & support.
- Soft bonded neckline & armhole edges for reduced dig.

The AMY SPORTS BRA

is carefully designed to minimise bounce and hold you in without holding you back. Our most compressive (and impressive) fit yet.

3 levels of adjustability

Thick adjustable straps for comfort

Bounce reducing power mesh

Made from our NOTHING 2 SEE HERE™ fabric

AVAILABLE IN 31 COLOURS

AMY MAXIMUM SUPPORT SPORTS BRA | NZD \$95
AMY NO RIDE PHONE POCKET ANKLE BITER LEGGINGS | NZD \$145

The Last LOOK

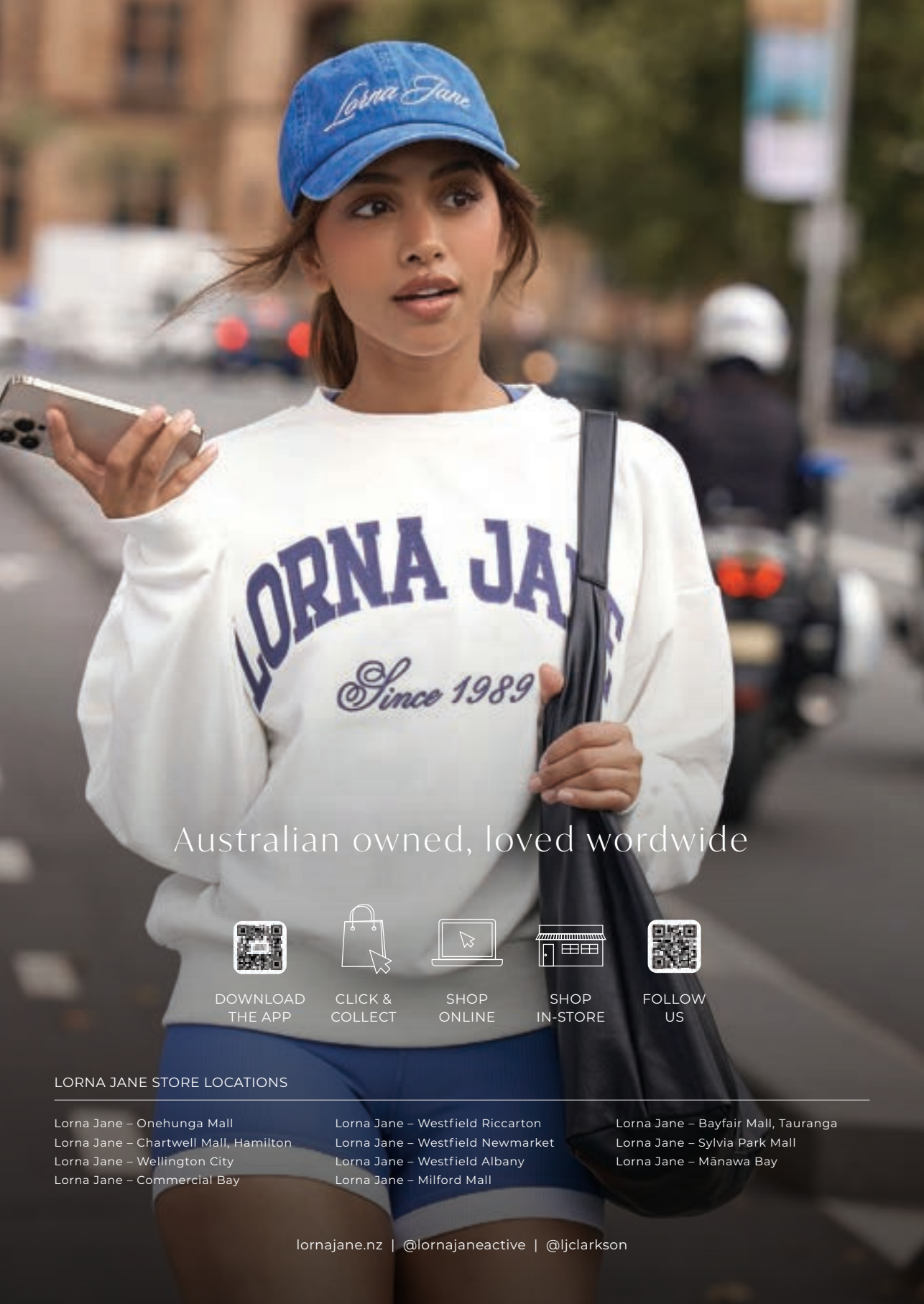
Your next favourite summer look starts here – discover the styles you'll love wearing all season online and in-store.



TRACK STAR RELAXED T-SHIRT | NZD \$100
LIGHTSPEED PHONE POCKET RUN SHORT | NZD \$90
ON THE MOVE RUNNING BELT | NZD \$45

120+ NEW Styles
to keep you cool this summer





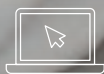
Australian owned, loved worldwide



DOWNLOAD
THE APP



CLICK &
COLLECT



SHOP
ONLINE



SHOP
IN-STORE



FOLLOW
US

LORNA JANE STORE LOCATIONS

Lorna Jane – Onehunga Mall
Lorna Jane – Chartwell Mall, Hamilton
Lorna Jane – Wellington City
Lorna Jane – Commercial Bay

Lorna Jane – Westfield Riccarton
Lorna Jane – Westfield Newmarket
Lorna Jane – Westfield Albany
Lorna Jane – Milford Mall

Lorna Jane – Bayfair Mall, Tauranga
Lorna Jane – Sylvia Park Mall
Lorna Jane – Mānawa Bay