

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 how to master the art of layering as the weather starts

to get cooler and our resident style 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 | NZD \$105
CABLE SEAMLESS BIKE SHORTS | NZD \$105
THROWBACK OVERSIZED SWEAT | NZD \$185
LOTUS PILATES GRIP CREW SOCKS | NZD \$26



for
wherever
life takes
you — Lorna Jane

SPORTS CLUB FLEECE HOODIE | NZD \$175
DITSY DAISY SPORTS BRA | NZD \$110
LUXE LOUNGE KNIT HOODIE | NZD \$175
SPORTS CLUB FLEECE SWEATPANTS | NZD \$140

Active adventures start here



ICONIC QUILTED LONGLINE VEST | NZD \$220
MOVEMENT LONG SLEEVE RIB TOP | NZD \$90
OUTDOOR REC TRACK SHORTS | NZD \$85



1.



3.



2.

Move how you want, where you want, in our new adventure-ready, effortlessly wearable pieces—because the right Activewear makes all the difference. Made for exploring, moving, and living in style.

- 1. LJC HERITAGE CAP | NZD \$45
LIBERTY BRA TANK COMBO | NZD \$110
WEEKEND AWAY FLANNEL SHIRT | NZD \$150
OUTDOOR REC TRACKPANTS | NZD \$140
- 2. WINTER WARMTH PUFFER JACKET | NZD \$275
MOVEMENT LONG SLEEVE RIB TOP | NZD \$90
OUTDOOR REC TRACKPANTS | NZD \$140
- 3. DITSY DAISY SPORTS BRA | NZD \$110
DITSY DAISY 12CM BOOTY BIKE SHORTS | NZD \$110
INSPIRATIONAL CREW SOCKS | NZD \$40 (2PK)

ATHLETE

Approved

Engineered for high support

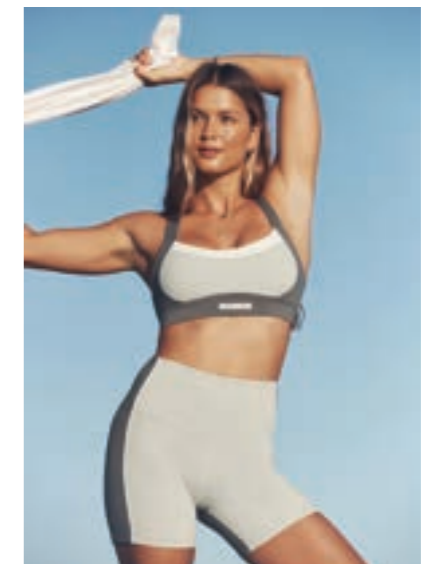
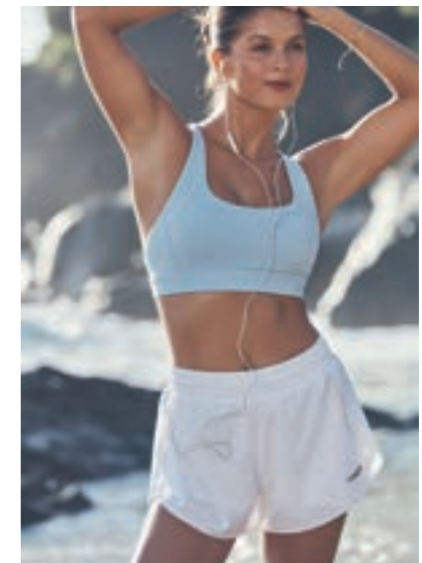
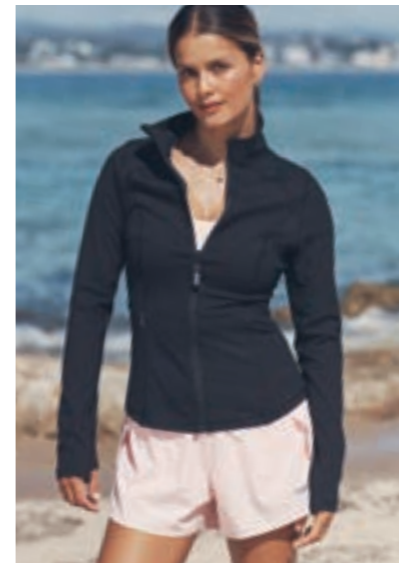
Mesh racerback and keyhole design for breathability

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 | NZD \$110
 TRAILBLAZER PHONE POCKET ANKLE BITER LEGGINGS | NZD \$150
 ICONIC SOCK | NZD \$14.99



“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 | NZD \$150
FLANNEL LOUNGE PANTS | NZD \$105

*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 | NZD \$55
WAFFLE REST AND RECOVER ROBE | NZD \$175



SLEEP MASK | NZD \$30
WAFFLE LOUNGE SHIRT | NZD \$110
WAFFLE LOUNGE PANTS | NZD \$110



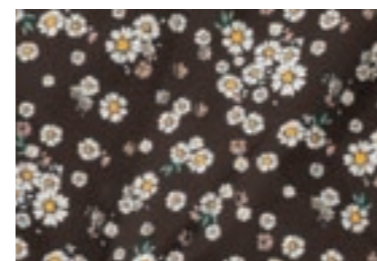
WEEKEND AWAY FLANNEL SHIRT | NZD \$150
MONOCHROME CHECK LOUNGE BRALETTE | NZD \$90
FLANNEL FLASHDANCE CHEEKY SHORT | NZD \$75



OUTDOOR KNIT VEST | NZD \$140
 LJ BASICS T-SHIRT | NZD \$60
 MAKE SPACE 2.0 TRACK PANTS | NZD \$160

Layering *perfected*

Master the art of layering with outerwear engineered for adaptable warmth and all-day comfort.



Outdoor Recreational Jacket

This lightweight jacket features an adjustable hood, storm panel ventilation, and all-season versatility. Designed for movement and made to weather the elements, it's the perfect throw-on-and-go layer for any adventure.

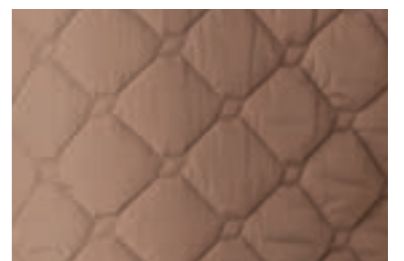
DITSY DAISY OUTDOOR REC JACKET | NZD \$220
 LIBERTY ACTIVE 1/2 ZIP LONG SLEEVE TOP | NZD \$150
 LIGHTSPEED PHONE POCKET RUN SHORT | NZD \$90



Iconic Cable Knit Cardigan

Crafted from our soft cotton-blend knit, this long-line cardigan offers breathable comfort, a classic cable texture, and a versatile fit for layering. Drape it over your Activewear or everyday outfits for a cosy yet elevated look.

ICONIC CABLE KNIT CARDIGAN | NZD \$185
 DIVINE RIB ALL DAY SPORTS BRA | NZD \$105
 DIVINE RIB FLARED LEGGINGS | NZD \$160



Iconic Quilted Longline Vest

Insulated with Sorona® filling, this monogram-quilted vest delivers lightweight warmth, transseasonal layering, and effortless athleisure style. Perfect for when you need that extra layer without the bulk—wear it from your morning walk to weekend brunch.

ICONIC QUILTED LONGLINE VEST | NZD \$220
 MOVEMENT LONG SLEEVE RIB TOP | NZD \$90
 OUTDOOR REC TRACK SHORTS | NZD \$85

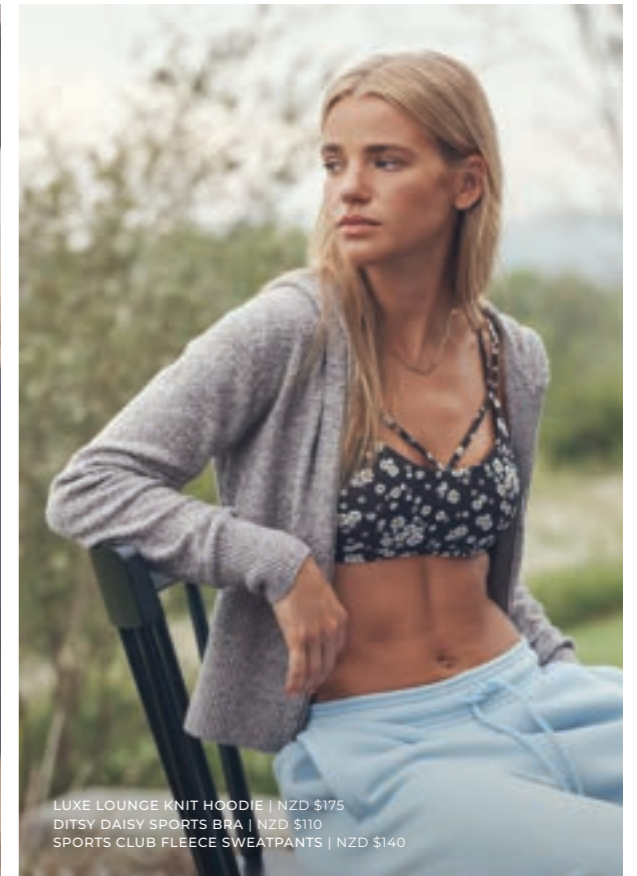
SPORTS CLUB FLEECE HOODIE | NZD \$175
SPORTS CLUB FLEECE SWEATPANTS | NZD \$140

Back *on* track

Track is officially back—and better than ever. Meet the tracksuits and sweats you'll reach for this winter. Whether you're heading out or staying in, these sets and separates are built for versatility and perfect for transseasonal layering.



LJC HERITAGE QUARTER ZIP SWEAT | NZD \$175
LJC HERITAGE SWEATPANTS | NZD \$125



LUXE LOUNGE KNIT HOODIE | NZD \$175
DITSY DAISY SPORTS BRA | NZD \$110
SPORTS CLUB FLEECE SWEATPANTS | NZD \$140



THROWBACK OVERSIZED SWEAT | NZD \$185
CABLE SEAMLESS BIKE SHORTS | NZD \$105



LJC HERITAGE QUARTER ZIP SWEAT | NZD \$175
CABLE SEAMLESS BIKE SHORTS | NZD \$105

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.



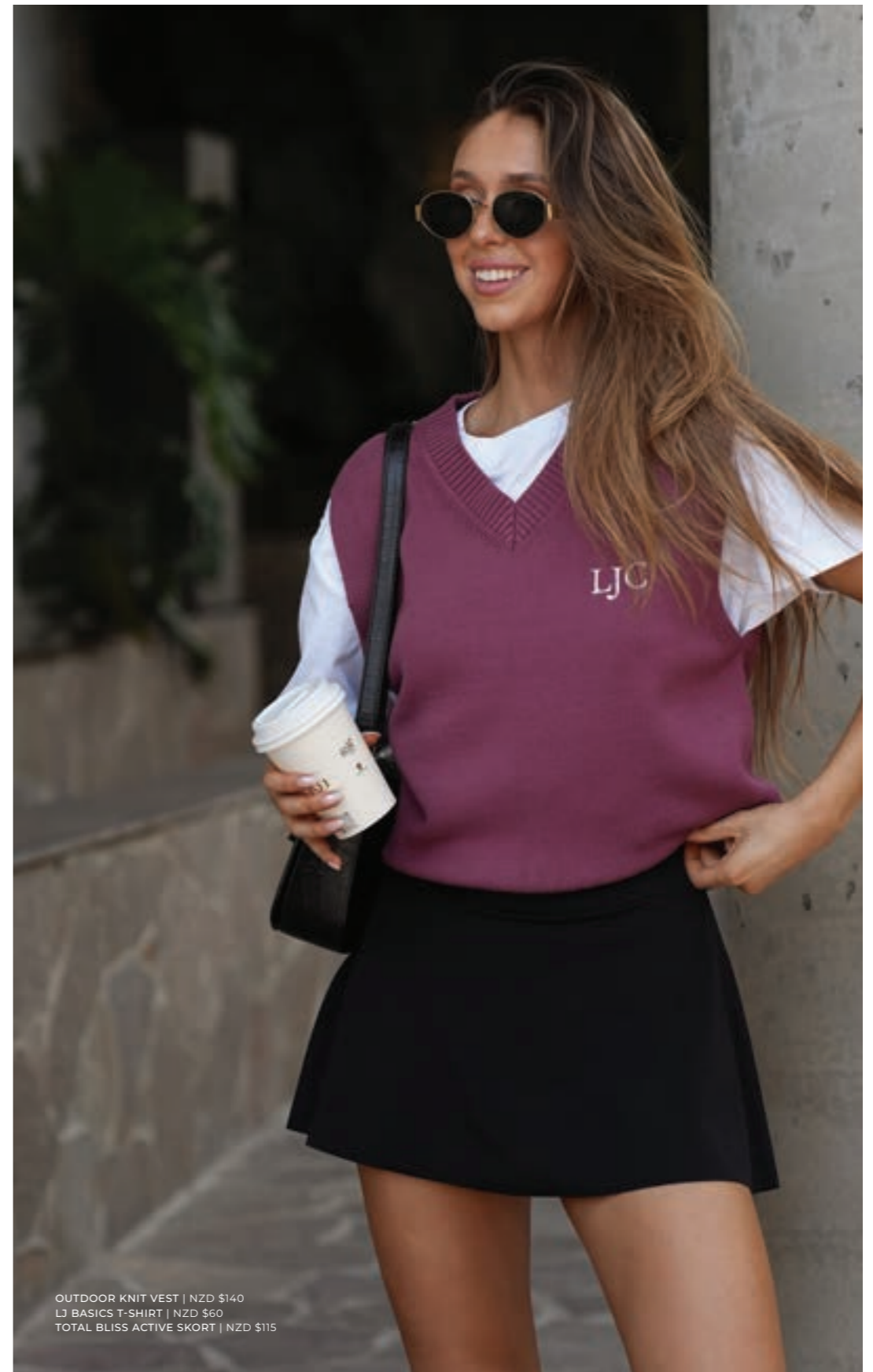
LJC RETRO SPORTS BRA | NZD \$115
LJC RETRO ANKLE BITER LEGGINGS | NZD \$150
CROPPED SPORTS TRENCH | NZD \$285



CLASSIC KNIT CARDIGAN | NZD \$175
STREAMLINED ACTIVE 10CM BODYSUIT | NZD \$195



LJ ACTIVE HEADBAND | NZD \$18
LJ ICONS OVERSIZED SWEAT | NZD \$185
WARM UP TRACK PANT | NZD \$150



OUTDOOR KNIT VEST | NZD \$140
LJ BASICS T-SHIRT | NZD \$60
TOTAL BLISS ACTIVE SKORT | NZD \$115



LJC CAP | NZD \$45
 MAKE SPACE CROPPED SWEATSHIRT | NZD \$175
 MAKE SPACE 2.0 TRACK PANTS | NZD \$160

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 | NZD \$80
 2. HERITAGE CROPPED SHACKET | NZD \$205
 3. MOVEMENT WASHED ZIP THROUGH HOODIE | NZD \$185
 4. MOVEMENT WASHED PANTS | NZD \$160
 5. CABLE SEAMLESS LONG SLEEVE TOP | NZD \$115
 6. IRRESISTIBLE RIB BRA TANK COMBO | NZD \$110

7. TRAILBLAZER WASHED CAP | NZD \$50
 8. LJ CARRY BAG | NZD \$35
 9. PINSTRIPE ICONS CAP | NZD \$50
 PINSTRIPE SPORTS BRA | NZD \$105
 RETRO SUIT PANTS | NZD \$165

Where to
NEXT?



RUN WARMER ACTIVE PUFFER VEST | NZD \$205
AMY MAXIMUM SUPPORT SPORTS BRA | NZD \$100
LIGHTSPEED PHONE POCKET RUN SHORT | NZD \$90

120+ *NEW* Styles
for your next adventure



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

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