## LORNA JANE

SINCE 1989 SEPTEMBER / OCTOBER ISSUE

# ODD

## SPRING ISSUE

Refresh your wardrobe and re-energise your routine with carefree styles made for golden days of freedom and adventure.

Promise of Summer

FROM OUR FOUNDER

# The Promise of Summer...

Barings with it feelings of hope, possibility and renewal. A sense of something greater than sunshine and warmer days and more about the emotional anticipation of freedom, joy and adventure.

Think long golden days filled with spontaneity, moments of escape from routine and simple pleasures like ocean swims, bare feet and the belief that something beautiful is just around the corner. It's less than a season and more about a feeling – a promise that life can be light again.



This promise of summer represents a subtle shift, a quiet motivation, and a joyful reminder that allows us to move differently, dress freely, and fully embrace a carefree wardrobe that reflects the change in season, your lifestyle and your energy.

Lorna Jane Clarkson
Founder & Chief Creative Officer



P.S. If you haven't already, don't forget to tune into the new episodes on my @nevergiveuppod. I've been busy chatting to some of my fave inspirational women — and WOW these conversations are not to be missed!!







### Nothing says spring like linen.

Mix, match, and make them yours — versatile pieces with clean lines and effortless silhouettes, ready for whatever your day holds.

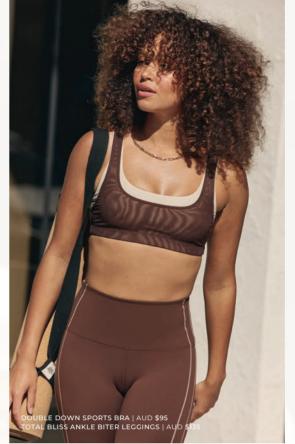




## Activewear Redefined

Spring is your second reset — the chance to reignite your goals. Step into summer stronger and more confident in Activewear built for your pace.















## Flow freely

Active styles engineered for flexibility and comfort, so you can focus on your form and find your flow.

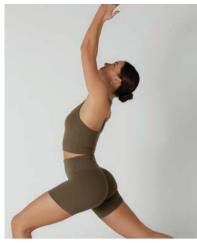
WILD VIPER SPORTS BRA | AUD \$95 WILD VIPER ANKLE BITER LEGGINGS | AUD \$130

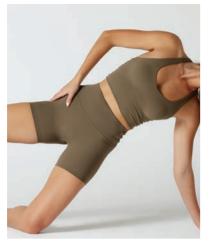


## Chase your pace

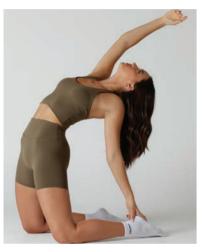
Lightweight, breathable designs built for speed, endurance, and staying cool from start to finish.





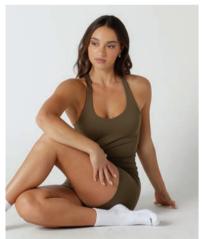


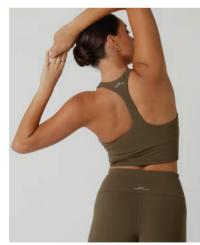


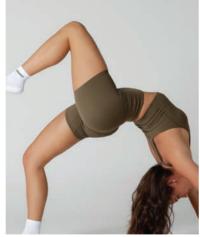






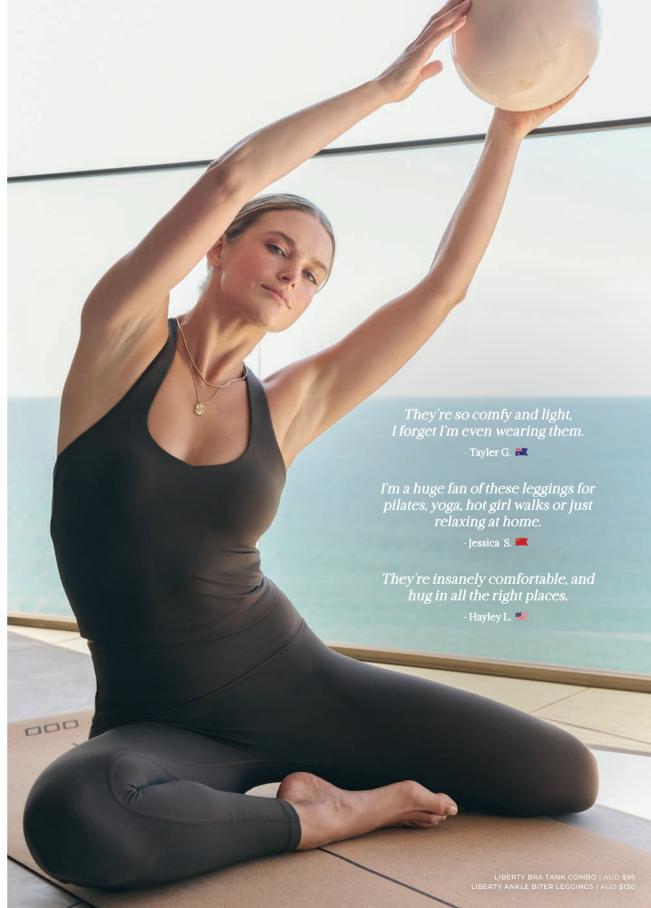






So Comfortable You'll Forget You're Wearing Them

Experience the next generation of active luxury with Liberty. Crafted from our newest Bliss Fabric, feather-soft, high-performance, and effortlessly refined - it's designed to give you the freedom to move, feel, and live without limits.











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Spring's in session - and we're turning the volume up with Style Muse and content curator Maxine Wylde. Maxines's approach to style is unapologetically confident, and she shows us how she styles her Lorna Jane with fearless layering, bold colourplay and prints that clash in only the best way.

With bold accessories and fearless style, she turns everyday dressing into art. We sat down with her to talk about turning Activewear into statement looks - because in her world, fashion has no rules.

#### Q: When you're putting together a look, where do you usually start?

I typically start with mood or texture. I personally love layering colours and textures in my outfits and I'll always start with one piece in particular and build around that!

Q: LJ pieces are made to move with you all day - how would you take an Active set from workout to whatever's next, in your own way?

I would add my favourite blazer, some cute accessories and swap out my sneakers for a chic pair of ballet flats or heels!

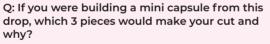


#### Q: What are your go-to accessories or layering tricks for turning a classic Active look into a full outfit moment?

Statement jewellery is always so much fun. I'd also recommend going for a bag that doesn't match – it always makes your outfit that little bit more interesting!

#### Q: LJ styles are made to mix, match, and repeat. What's your fave way to rework one piece into completely different looks?

A pair of leggings (Capri style are my current fav!) are so versatile! You can wear them in an activewear setting with your fav sneakers but, can also dress them up with a pair of heels, a cropped jacket and your fav accessories.



I love the little tan miniskirt, the yellow shirt and the beautiful soft denim shorts. I think those three pieces would style back super well with all your wardrobe basics!

#### Q: What's one piece of advice you'd give to someone who wants to start dressing with more confidence or experimenting with bold style?

I recommend introducing one colour at a time. Find a colour, texture or pattern you gravitate towards and try incorporating it via little injections into your wardrobe. This could be in the form of a handbag, a silk scarf or a tank top, before you commit to larger items like pants or jackets. My biggest piece of advice for people who want to integrate more colour is: colour loves colour! It often doesn't feel right in your outfit as you may be trying to style one colour on its own. If you style two or three together, it always looks so much better and feels more cohesive.









## Sleepwear you'll want to *live* in

Classic night-time staples, reimagined for more than just sleep. Crafted from premium satin and ultra-soft ribbed textures, these pieces deliver the comfort you want at home and the style you need beyond it.



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FIND YOUR RHYTHM

With technical fabrics that move and breathe, you're free to focus on your run, not your gear.



PILATES

#### FORM & FLOW

Soft and supportive, our pieces feel like a second skin, allowing you to connect deeply with your body.



#### STRENGTH

## POWER YOUR WORKOUT

Feel confident in every lift. Our styles empower you to build strength and celebrate what your body can do.









## SPRING STYLES

SHOP IN-STORE
OR ONLINE AT
LORNAJANE.COM.AU

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LORNA JANE

## THE AUSTRALIAN LIFESTYLE BRAND

**SINCE 1989** 

Australia is an incredibly diverse country, home to so many wonderful cultures and communities. There is something truly unique that links everyone together; a one of a kind spirit and attitude that is the Australian way of life.

Our love of the outdoors, our no worries attitude and our passion for being Active has allowed Lorna Jane to pioneer the Active Living™ movement since 1989.

Homegrown in Australia, and loved worldwide, Lorna Jane lives and breathes the Aussie way of life and truly is the Australian Lifestyle brand of choice.

Lorna Jane - a brand like no other.



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