

Lorna Jane Pty Ltd in Apparel and Footwear (Australia)

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Abstracts

Lorna Jane's strategy involves positioning itself as an active lifestyle brand rather than just an activewear company. The company has rolled out Active Living Rooms, a retail concept offering a workout studio, Nourish Café at selected locations and shop all in one place. Lorna Jane also offers workout and meal plans on its website.

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