

PRESS RELEASE

**Launching the Lorna Jane Pop Up Store in Bondi Junction!
Enjoy an Exclusive Lorna Jane Shopping Experience**

Women's Active Wear for Active Living, Lorna Jane, is racing ahead of the pack, with the launch of Lorna Jane's Pop Up Store located in Westfield Bondi Junction. The Store is in response to an emerging trend that will satisfy consumers' need for original and surprising shopping experiences.

From humble beginnings in 1989, starting the business on the top floor of a Brisbane fitness centre, the iconic Australian brand is now in high demand by women all over the world.

Lorna Jane creates stylish, figure-flattering active wear that transcends the ordinary. All products are specially crafted for real women, with exceptional fit, contemporary design and quality fabrics the focus. The brand motivates women to lead their lives in a healthy and positive way, motivating them to achieve their best life through Active Living. For some, Lorna Jane is quality lifestyle clothing. For most, it's a way of life.

The Lorna Jane will launch its Pop Store this Wednesday the 16th December. Visit the store for exclusive opening specials.

Ends.

Contact for further information:

Sarah Cargill

Marketing & Communications Coordinator

Phone: 07 3252 5552 ext16

Email: sarah.cargill@lornajane.com.au