



Passport

LORNA JANE PTY LTD IN APPAREL AND FOOTWEAR (AUSTRALIA)

Euromonitor International

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LORNA JANE PTY LTD

STRATEGIC DIRECTION

- 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.
- Lorna Jane is investing in international expansion, having moved into the US, Canada, Europe, Asia and South Africa. In 2015, the company signed a deal with US retailer Nordstrom to sell its products through the company's stores in the US as well as one in Canada and Puerto Rico.
- Lorna Jane is an Australian private company which was established in 1990 by Bill Clarkson and Lorna Jane Clarkson in Brisbane. In 2010, the private equity firm CHAMP Ventures bought a 40% stake in Lorna Jane.
- Lorna Jane's core business is the design and retailing of women's sports apparel under the slogan "Move, Nourish, Believe". The company has 144 stores in Australia, with 32% of these located in Queensland, where it originally began.

KEY FACTS

Summary 1 Lorna Jane Pty Ltd: Key Facts

Full name of company:	Lorna Jane Pty Ltd
www:	www.lornajane.com.au
Activities:	Manufacturer, marketer and retailer of women's outerwear and underwear

Source: Euromonitor International from company reports, company research

RETAIL OPERATIONS

- Lorna Jane had 144 stores across Australia in 2016, with no new stores opening during the year. The company has launched Active Living Rooms in Australia, offering consumers a Lorna Jane boutique and a fitness studio in one, allowing them to shop and exercise at the same time. The first Active Living Room in Sydney opened in 2015, joining others in Melbourne, Adelaide, Western Australia and Queensland.
- In 2015, Lorna Jane entered into an exclusive agreement with the department store David Jones to stock the company's products.

Summary 2 Lorna Jane Pty Ltd: Retail Operational Indicators

	2014	2015	2016
Outlets	144	144	144

Source: Euromonitor International from company reports, company research

INTERNET STRATEGY

- Lorna Jane offers an online platform and has reported a strong increase in its internet sales, which account for around 15% of its overall business. The company operates both web- and mobile-optimised sites, an active living rewards programme and a mobile app.
- Lorna Jane actively communicates with its customers by investing significantly in marketing. The company has developed a strong online community through different media platforms such as Facebook, Instagram and Twitter. Lorna Jane has amassed over one million likes on Facebook and has over 750,000 followers on Instagram.

Chart 1 Lorna Jane Pty Ltd: Lorna Jane in Sydney



Source: Euromonitor International

COMPETITIVE POSITIONING

- Lorna Jane ranked 22nd in apparel and footwear in Australia in 2016 with a 1% share of retail value sales. The company's strongest position was in sportswear, in which it ranked fifth with a value share of 4%. In sports apparel, Lorna Jane was the second leading player with a 5% share of retail value sales.
- The company's value share is rising, supported by the athleisure trend, with consumers wearing sports apparel in both athletic and non-athletic settings. Furthermore, the company

benefits from a strong social media presence and frequent new launches to maintain consumer interest.

- Lorna Jane has a mid to high-priced positioning within sports apparel.

Summary 3 Lorna Jane Pty Ltd: Competitive Position 2016

Product type	Value share	Rank
Apparel and footwear	0.7%	22
Womenswear	1.7%	9
Menswear	-	-
Childrenswear	-	-
Sportswear	4.1%	5
Jeans	-	-
Hosiery	-	-
Apparel accessories	-	-
Footwear	-	-

Source: Euromonitor International from company reports, company research, trade sources, trade interviews