

**SEE HOW THIS BRAND
LEADER MANAGES A
FRESH NEW LOOK &
FEEL EVERY MONTH.**

MOVE
NOURISH
BELIEVE
LLL

Bringing new inspiration and product to 130 Australian stores each month is no easy task, but this dynamic team is fully committed to the goal. As the 'go to' brand in women's activewear today, Lorna Jane is always three steps ahead of her competitors, so partnering with the right supplier is a must. How else could they 'make it happen' every single month?

Customer: Lorna Jane

Website: www.lornajane.com.au

Industry: Retail Clothing

Product: Womens' Activewear

Challenges: Distributing new collateral to 130 Australian stores each month; meeting strict campaign launch dates; finding a 'can do' supplier to manage the process end to end.

Solution: Partnering with Printcraft to 'make it happen'. Combining offset, digital and large format printing, with pick and pack logistics and distribution.

Results : There are no statistics to measure a happy client, but with a 7 year strong business relationship, Printcraft have provided the product, service and solution to help keep Lorna Jane on top. We say that's a 100% success rate!

Background

Lorna Jane Clarkson doesn't just make activewear. She invented it! ^{*1}

Best known as the founder, head designer and creative inspiration behind the phenomenally successful brand Lorna Jane, Clarkson began designing full time back in the 90's. Frustrated by the dull and uninspiring gym wear available for women, she 'took matters into her own hands' by sewing her own aerobics outfits. ^{*1} It seems active women of the day knew a good thing when they saw it, and from these modest beginnings the brand has snowballed into today's empire of over 200 stores across Australia and the United States, as well as stockists in Europe, the UK, Africa, Asia and the Middle East. ^{*1}

Instantly recognisable by the three icons, the slightly 'off kilter' combination of the founder's initials "LJ", the brand has evolved well past a clothing retailer. Now a fitness philosophy, it includes cookbooks, work out inspiration and health living advice. ^{*2}

The Challenge

To sum it up in three, time, logistics and resources. With a dedicated marketing team balancing monthly

campaigns with the hectic day to day requirements of 130 stores, resources were tight. This demanded a print partner who could not only produce the required collateral, but manage the pick, pack and freight, all with a minimum of fuss, on a tight time frame.

The Solution

With a long standing relationship with Lorna Jane, Printcraft were able to offer the right 'make it happen' solution. Providing large format, offset and digital printing, combined with pick and pack, distribution and tracking services it was a winning combination.

Offset Printing.

Best known for their high end Lookbooks, each month Lorna Jane take you on an adventure with fresh new products, models and locations. Find these on display in every store across the country.

Large Format Printing.

It's hard to walk past a Lorna Jane store without being stopped by the striking images, hanging larger than life, in the front window. Changing each month in line with the Lookbook, these banners represent the brand at its best.

Digital Printing.

For those smaller print runs it's great to have consistent quality and colour throughout the campaign. A4 point of sale, swing tags, stickers and fit feed cards.

Logistics.

Consolidating all of this material, plus occasional product supplied directly from Lorna Jane, Printcraft packs requirements unique to each store. Working to a strict launch date, it's always a crazy few weeks freighting and following up on deliveries.

Key Results

- ✔ 130 Lorna Jane stores from Tasmania to Darwin receive collateral every month on a strict campaign 'launch date';
- ✔ Providing a 'one stop' solution for a time poor client;
- ✔ Packing unique banner sizes, product and quantities for each store;
- ✔ A 'make it happen' attitude.

