



Australian Technical Fashion Brand Lorna Jane Now Available Online Across Canada LornaJane.ca

New Digital Flagship Store Orders To Be Fulfilled From Canadian Head Office In Vancouver, B.C.

VANCOUVER, BRITISH COLUMBIA, CANADA, January 15, 2018 /EINPresswire.com/ -- Australia's iconic award-winning technical fashion brand, [Lorna Jane](http://LornaJane.ca), announced the launch of their new digital flagship store lornajane.ca dedicated to the Canadian market, with orders fulfilled direct from Canadian head office in Vancouver, British Columbia.

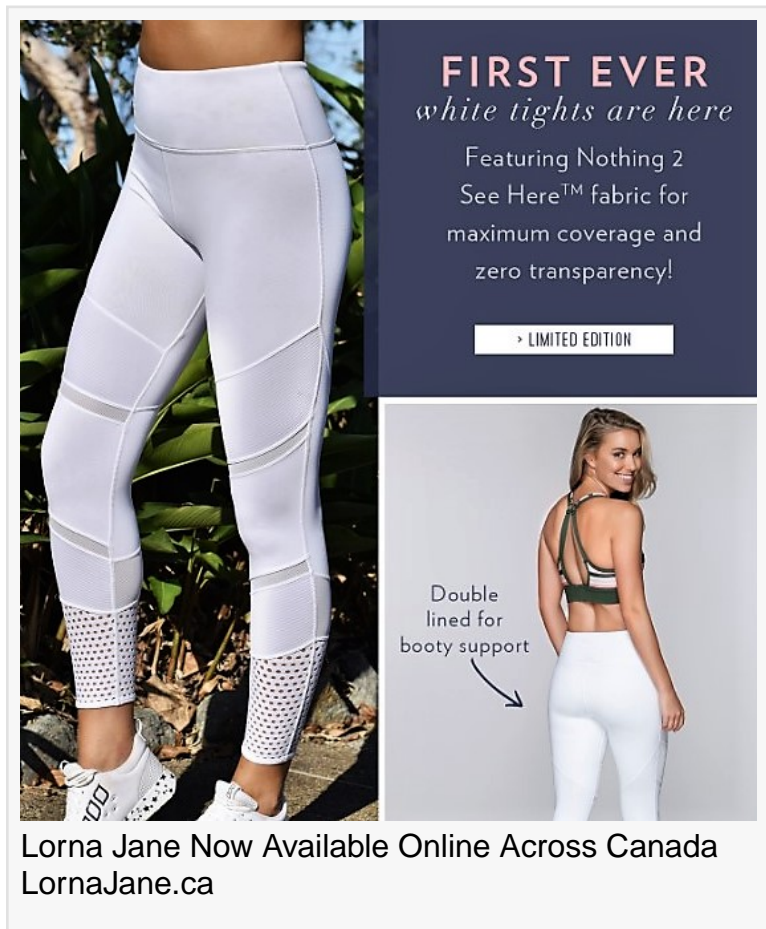
Lorna Jane was sending thousands of orders a month to Canada of their superior performance technical fashion pieces, including sports bras, tanks and complete coverage tights from their Australian digital flagship store, with the increasing demand demonstrating a major opportunity in the market.

Canadian customers will experience improved and express delivery times from within Canada and have access to bespoke collections dedicated the Canadian climate. All orders over \$100 with a delivery location to Canada will receive complimentary free shipping.

Founder of activewear and technical fashion brand Lorna Jane, Lorna Jane Clarkson said, "It's exciting! We are on a mission to empower every woman to live a life she loves and reach her full potential through Active Living and can't wait to further inspire the women of Canada with the daily practice of Move, Nourish and Believe."

As the innovators and inventors of the activewear category, Lorna Jane believes it can increase their position in the Canadian market and dominate the industry as it has done in Australia for the past 28 years.

Lorna Jane is available to buy in stores in Vancouver and Toronto, in 45 [Sport Chek](http://SportChek.ca) retail locations across Canada, online at sportchek.ca and online at lornajane.ca

The advertisement features a woman wearing white Lorna Jane leggings with grey mesh panels on the thighs and knees. To the right, a dark blue box contains the text 'FIRST EVER white tights are here' in white, followed by 'Featuring Nothing 2 See Here™ fabric for maximum coverage and zero transparency!' and a 'LIMITED EDITION' button. Below this, a smaller image shows a woman from the back, with an arrow pointing to her buttocks and the text 'Double lined for booty support'.

FIRST EVER
white tights are here

Featuring Nothing 2 See Here™ fabric for maximum coverage and zero transparency!

> LIMITED EDITION

Double lined for booty support

Lorna Jane Now Available Online Across Canada
LornaJane.ca

Join the conversation!
#movenourishbelieve
#lornajaneCanada

Facebook: @lornajaneactivecanada
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About Lorna Jane Canada

Lorna Jane began in 1989 when Lorna Jane Clarkson sewed her first one-off design at her home in Brisbane, Australia. Since then, Lorna Jane has transformed her fashion vision into a world-leading activewear brand with over 250 stores worldwide and a connected community of over 3 million women embracing Lorna's personal philosophy of Active Living.

The technical fashion label designed for women by women provides the perfect mix of fashion and function. Lorna Jane delivers active, innovative and inspirational activewear that aims to inspire all women to lead an active and fulfilling life. Learn more: lornajane.ca

About [Pink Pearl PR](#):

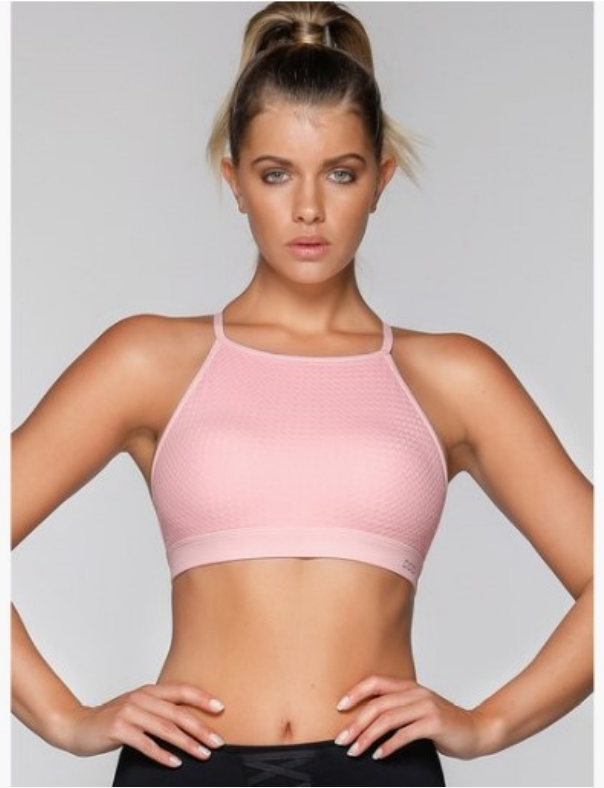
Pink Pearl PR is a stylish, West Coast boutique public relations agency with a global reach, specializing in luxury female marketing for baby and kids products, beauty, fashion and lifestyle. Learn more: pinkprfirm.com

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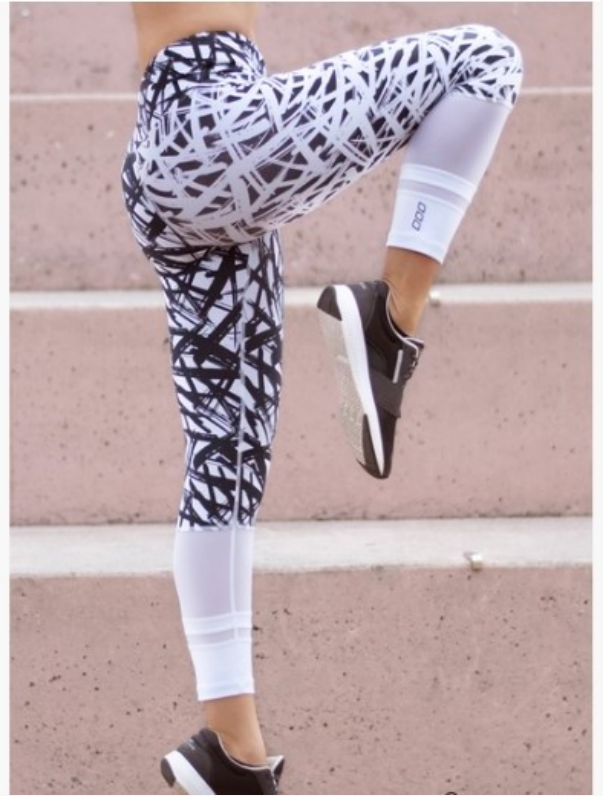
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Lorna Jane Clarkson

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