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LORNA JANE INTRODUCES 'SOCIALEYES' TECHNOLOGY

Australia's leading ath-leisure label debuts instore Facebook initiative

Lorna Jane, the nation's leading activewear retailer for women, is launching an instore Facebook initiative this November. Named 'SocialEyes', the first interactive display system will hit stores next month, and will tie in with Lorna Jane's FOLLOW MY LEAD campaign.

Created by Five Faces, a Brisbane-based digital signage company, SocialEyes is an interactive display system which allows Lorna Jane customers to blend together the online and instore shopping experience, prompting a multi-channel interaction.

Over the past 21 years the Lorna Jane brand has rapidly grown into one of Australia's top retailers with 120+ stores nationwide. Part of the brand's success can be attributed to its ability to move with the times, remaining at the forefront of technology and across the latest trends. In response to the growing popularity of the Lorna Jane Facebook page, the brand is urging customers to continue their online social media experience while instore.

SocialEyes allows Lorna Jane to promote its brand, product and customer shopping experience in a single marketing platform. It works by customers taking photos of themselves in the stores via a reflective digital mirror. Using the mirror's touch screen technology, the photo can be sent directly to the Lorna Jane Facebook page, where customers will receive feedback from the online Lorna Jane community on their outfit or choice of items they are considering buying. Once the photo is sent customers will receive a code word that entitles them to an instant instore reward and they will go into a draw to win a \$250 Lorna Jane wardrobe.

This Facebook initiative is designed to bridge the gap between the online and instore shopping experience. Customers will also be able to tag themselves in photos taken instore and found in the album 'Strike A Pose' on the Lorna Jane Facebook page.

Founder and creative director, Lorna Jane Clarkson said that SocialEyes is a perfect way for customers to continue the positive online experience while instore.

“We have had such an amazing response to our Facebook page, we now have over 225,000 followers. SocialEyes is the next step to ensure that our customers can continue enjoying the interactive experience they receive online while shopping instore,” Ms Clarkson said.

“I love the idea of being able to share your shopping experience with the online Lorna Jane community. Customers will be able to ask the question ‘how do I look?’ to other Lorna Jane followers and receive positive feedback on their outfit,” she said.

SocialEyes will also be used to promote the latest Lorna Jane campaigns instore with promotional videos and marketing material.

Founder and CEO of Five Faces, Yazz Krishna, is excited to be working with the activewear brand.

“Lorna Jane will be the first retailer to put the SocialEyes system in their retail outlet, and we look forward to working with an inspirational and innovative brand like Lorna Jane to provide this new social experience to their customers.”

Lorna Jane’s Facebook initiative will debut in three stores in Brisbane, Sydney and Melbourne this November; starting with Chermside on November 16th followed by World Square in Sydney and Chadstone in Melbourne.

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