



NEWSTORE



LORNA JANE
ACTIVE LIVING

CASE STUDY

Lorna Jane Unlocks 25% Sales Uplift Through Omnichannel Transformation with NewStore

Unified commerce boosts efficiency and customer engagement

Australian entrepreneur Lorna Jane Clarkson founded the Lorna Jane brand in 1989 after identifying a need for stylish women's activewear while working as a fitness instructor. Lorna Jane's mission revolves around promoting an active lifestyle, specializing in comfortable, eco-friendly garments that blend fashion with functionality. The brand operates more than 100 stores across Australia, New Zealand, and Singapore, and reaches a global audience through its website.

WHY NEWSTORE

Prior to adopting NewStore, Lorna Jane relied on on-premises legacy solutions that presented several challenges. These included high management costs and platform instability, which frequently caused system outages, leaving stores unable to trade at different moments almost daily. During these downtimes, retail staff had to deal with numerous manual workarounds in addition to their regular operations. Moreover, the large devices on Lorna Jane's checkout counters created a barrier between store associates and shoppers, negatively impacting the customer experience.

Lorna Jane sought an easy-to-use system that emphasized stability and reliability, enabling staff to focus on their primary tasks, such as customer service and order fulfillment, without being bogged down by outdated technology. The retailer found this solution with the NewStore Unified Commerce Platform, which also aligned with its preference for composable, cloud-based technology that could quickly scale with the brand.

USES

- **Mobile POS**
- **Omnichannel Order Management**
- **Endless Aisle**
- **Store Fulfillment**
- **Tap to Pay on iPhone**

MAXIMIZING OPERATIONAL EFFICIENCIES AND OMNICHANNEL FULFILLMENT

The Lorna Jane team had a clear understanding that technology should act as an enabler, not a barrier. They specifically needed solutions to enhance in-store experiences for shoppers while simultaneously driving operational efficiencies across the business.

The NewStore Unified Commerce Platform enables Lorna Jane associates to use its mobile POS on iPads and iPhones, equipping them with the capabilities to assist the entire customer journey from their fingertips.

For example, associates can create shopper profiles on the spot, search for inventory available in other store locations, and add products to shopping carts for easy checkout with Tap to Pay on iPhone.

Not only does the NewStore platform personalize in-store customer experiences, but it also reduces the time it takes for associates to fulfill online orders from hours to minutes.

With the platform's built-in order management capabilities, associates can fulfill online orders using in-store inventory—helping Lorna Jane ship 20% of its orders from stores rather than a distribution center. This has allowed the brand to get products into customers' hands faster while optimizing in-store stock usage.

In addition to faster fulfillment, omnichannel features like BOPIS, endless aisle, and mixed cart have unlocked new revenue streams. Approximately 5% of transactions involve either endless aisle or mixed cart, helping associates "save the sale" when an item isn't available in-store. Another 5% of total sales now come from BOPIS, showing that customers are increasingly taking advantage of flexible pickup options. And even after a return, Lorna Jane has seen a 2% recoup rate from BORIS transactions—turning potential revenue losses into new opportunities.

All told, omnichannel features supported by NewStore have contributed to a 25% overall sales uplift, reinforcing the brand's belief that the right technology not only simplifies operations but drives measurable results.

The operational efficiencies extend to the apparel retailer's promotions strategies as well. Alongside NewStore, Lorna Jane leverages the promotions and loyalty engine Talon.One to manage a wide variety of omnichannel campaigns, from percentage discounts to gifts with purchase. This seamless integration, facilitated by the expertise of retail technology consultancy AbsoluteLabs, ensures that Lorna Jane maintains a cohesive and efficient promotions strategy.

POWERING OMNICHANNEL WITH NEWSTORE AND NETSUITE

At the heart of Lorna Jane's omnichannel transformation is the seamless integration between NewStore and NetSuite. NetSuite serves as the system of record for the brand's financials, inventory, and customer data, while NewStore provides the mobile-first platform that brings those capabilities to life across the store network. Together, they create a unified retail stack that powers Lorna Jane's modern store operations and omnichannel journeys.

This integration enables real-time inventory availability across all relevant channels—stores, ecommerce, and marketplaces—allowing store associates to confidently execute endless aisle, mixed cart, store fulfillment, and BOPIS flows. For example, store teams can receive inventory, process transfers, and complete cycle counts using NewStore's intuitive mobile interface, with every transaction feeding directly back into NetSuite for accurate accounting and inventory valuation.

Operating across Australia and New Zealand, Lorna Jane also benefits from multi-currency and multi-country configuration, with NetSuite supporting global financial reporting and NewStore ensuring store teams can transact and fulfill seamlessly. This dynamic connection between back-end control and in-store execution has been instrumental in helping Lorna Jane streamline operations, maintain accurate inventory across channels, and deliver a more responsive and reliable customer experience.

A COMPLETE DIGITAL TRANSFORMATION

Lorna Jane's retail transformation journey has been nothing short of comprehensive. Within a year, the brand implemented a new ERP, middleware, and POS system—an extraordinary accomplishment by any standard. Thanks to NewStore's seamless integration with NetSuite, Talon.One, and the rest of Lorna Jane's tech stack, the POS rollout was executed across 107 stores in two countries in just one day.

But the transformation didn't stop there. By embracing a mobile-first, cloud-native platform, Lorna Jane unlocked the ability to scale quickly, deliver unified

customer experiences, and respond to changing consumer behavior with agility. The brand is no longer limited by outdated systems or disconnected channels. Instead, it operates with a modern retail foundation where inventory is visible, orders are flexible, and every store functions like a mini distribution center.

Ultimately, this digital evolution is more than a technology upgrade—it's a shift in how Lorna Jane serves customers, empowers store teams, and fuels future growth.

IMPACT

25%

uplift in total sales from omnichannel capabilities

20%

of all orders fulfilled directly from stores

10%

of transactions driven by endless aisle, mixed cart, and BOPIS flows

Want to reach your goals with NewStore? [Contact us!](#)



“Rolling out NewStore across our entire store network was one of the smoothest technology implementations we’ve ever experienced. The platform is intuitive, reliable, and it made an immediate impact—our teams adopted it quickly, and it’s helped us streamline operations, improve inventory accuracy, and deliver more connected customer experiences.”

Renee Reimer, Retail Technology Product Owner
Lorna Jane