



Opportunity

Lorna Jane, a specialty apparel retailer based in Australia, approached Flashpoint for domestic support as they began extending their brand into the US. The engagement initially started as an elaborate barricade announcement. Once Lorna Jane understood Flashpoint's full range of capabilities, the company was also tapped to produce their interior lifestyle displays to be featured in-store.

LORNA JANE
ACTIVE LIVING



Solution

Working internationally is challenging. As the Lorna Jane brand moved into the US market, Flashpoint ramped up quickly to execute the exterior print barricade announcement, as well as, produce the brand's in-store visual support. Flashpoint's experience in retail enabled the company to serve as the domestic project manager and print production partner—ensuring success at one of their first US retail store openings.

