

## Condriac to manage Lorna Jane in the digital space

Activewear brand Lorna Jane has appointed Condriac Digital Communications as its digital communications agency. Condriac is to provide Lorna Jane with PR, social media, digital marketing, and content generation expertise.

The appointment is an extension of the existing strategic partnership between the brand and the agency, which is aimed at improving Lorna Jane's position in the digital landscape in order to develop its brand equity and drive online sales.

For more, visit: <https://www.bizcommunity.com>