

DAVID JONES

DAVID JONES LAUNCHES SPRING SUMMER 2023 SEASON



MEDIA RELEASE

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Melbourne/Naarm, AUS – David Jones has officially launched its latest collections for the Spring Summer 2023 season, with over **40 new brands** added to its world-class portfolio of Australian and international womenswear, menswear, footwear, accessories, and more.

“The changing of the seasons from winter to spring is an exciting time, especially at David Jones,” said General Manager of Womenswear, Footwear & Accessories, **Bridget Veals**. “And when it comes to the spring 2023 trends and our exceptional stable of brands, both new and existing, there’s a lot to look forward to.”

Among the latest additions to the 185-year-old department stores’ portfolio include international designers **LouLou Studio, Needle & Thread, Otiumberg, Pangaia, SKIMS** and celebrated Australian designers **Elka Collective** and **Sass & Bide**; with brands such as **Norma Kamali, Gentle Monster, Tove, Plan C, Sporty & Rich, Posse, Palm Noosa, Cleopatra’s Bling** and **It’s Now Cool** coming soon.

Whether dressing for impact or ease this season, David Jones customers can expect to be completely immersed in the latest trends for spring-summer, breathing new life into their wardrobe with fresh silhouettes and wearable, bold colours that can be effortlessly added to their existing rotation.

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“From soft and undone boudoir dressing, to a streamlined minimalism that captures the essence of quiet luxury, to a timeless take on the utilitarian trend, the new season collections at David Jones reflect many moods,” said Bridget. “Our customers are already gravitating to these trends, eager to transition to their spring wardrobe.”

From updated classic pieces to new shapes, joyful colourways and more, the latest in menswear at David Jones is also set to make an impact this spring.

“Season after season, our menswear portfolio becomes increasingly innovative and exciting, and this spring-summer is no exception,” said **Chris Wilson**, David Jones General Manager of Menswear.

“We’re seeing soft tailoring, relaxed linen, oversized shirts, vintage sneakers and soft leather accessories return this season, with an added attention to bold, bright prints and nautical-style pieces that really embrace resort-wear dressing.”

The menswear floor at David Jones now includes the latest additions from international houses **A.P.C, Carhartt, Autry** and **Stone Island**, along with elevated athleisure brands, **Reebok** and **BOSS Green**.

“Our Reebok Classics range offers a collection of timeless pieces that capture the brand’s distinctive vintage look, while BOSS Green’s new collections are the perfect way to incorporate athleisure into your wardrobe.”

Performance running shoe brand, **Hoka**, footwear by **Manolo Blahnik** and accessories from **MM6 Maison Margiela** and **Emporio Armani** are also set to join the menswear portfolio in-store and online soon.

As the new season unfolds, David Jones will continue to celebrate the launch of its latest collections with a series of curated events and experiences ‘*Like No Other*’, as customers explore all that Spring Summer 2023 has to offer in-store and online at davidjones.com.

SS23 TRENDS | WOMENWEAR

Quiet Luxury: Quiet luxury favours simple tailoring, tactile textures, and a muted colour palette – think whisper-thin knits, pared-back resort wear, straight-leg denim and simple column dresses. Styled with a classic bag and loafers, this trend is understated but unforgettable.

Brands: Gucci, Hamilton, Versace, Loewe and Misha.

On A Mission: This season, strike an elegant silhouette in military-inspired sartorial pieces that don’t compromise on comfort. Military tones and colours will suit best with other soft neutrals, leather fabrications and a flash of skin. Reach for sharp jackets with strong shoulder silhouettes, crisp shirts in warm neutrals, and, of course, a wardrobe must-have: the classic trench coat.

Brands: Victoria Beckham, Shona Joy, Anine Bing, Commonry, A-Esque, Ena Pelly, Ganni and Gucci.

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Boudoir Dressing: After-hours attire is making a fashionable appearance outside the bedroom – think sheer panels, fine mesh, and corseted silhouettes, as well as bralettes and high-waisted briefs for those who dare.

Brands: Paris Georgia, Bec & Bridge, Simkhai, Tony Bianco, Marc Jacobs, Cue, Camilla & Marc and Fleur Du Mal.

Toe to toe: In the daily debate between flats and heels, the latest buys don't compromise on comfort or style; with delicate bows and buckles, ballet flats and old-school charm, while block-heel sandals and glitzy mules add an effortless finishing touch for cocktail hour.

Brands: Edward Meller, Jimmy Choo, Aquazzura, Stuart Weitzman, Sebastian Milano, Alias Mae, Ayede, Manolo Blahnik and Paris Texas.

Candy colours: From marshmallow pinks to lemon drop yellows – pastels are undergoing a radical renaissance, but the new way to wear them this season is with a twist. Look for relaxed silhouettes, ruffles and ruching; airy fabrications that allow for movement through the garment.

Brands: Aje, Anna Quan, Acler, Ginger & Smart, By Far, Longchamp, Clea and Alias Mae.

SS23 TRENDS | MENSWEAR

Soft Tailoring: Move away from the professional-dressing rule book: untuck that shirt and embrace unfussy, lived-in suiting. In the wave of the '90s revival, this trend sees a more relaxed, businessman-off-duty approach to dressing.

Brands: Autry, Flinders, Uber Stone, Politix, Polo Ralph Lauren and JAG.

Into the Blue: For the new take on nautical, skip the sailing motifs and focus on a palette of sky blue, French navy and crisp whites. Soft leather accessories and sea-worthy sunglasses are a must with this trend. Don't forget to include a navy-inspired timepiece and an air of adventure - it's in the spirit of the style.

Brands: Balmain, J.W. Anderson, Juun.J, Versace, COMMAS, Scotch & Soda and Emporio Armani.

Vacation Mode: Keep spirits high by taking inspiration from the ocean, the rolling hills, and the gelato bar. Leave the long-sleeved shirts at home, this style is all about short-sleeved, oversized shirts paired with relaxed bottoms. Orange, greens, blues and navy are prime tonal choices, especially when they all collide in a bold, bright print.

Brands: Scotch & Soda, Balmain, Calibre, JAG, COMMAS, Haulier and Polo Ralph Lauren

Make it Pop: This season, traditional suiting and streetwear are remixed with high-impact colour. To make it wearable, start with white, black and denim basics, then add hits of lilac, orange and butter yellow.

Brands: Country Road, Polo Ralph Lauren and CROCS.

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ABOUT DAVID JONES

David Jones is Australasia's leading premium department store retailer. The iconic department store first opened its doors in 1838 with the mission to sell 'the best and most exclusive goods' and celebrates its 185th anniversary in 2023. David Jones has 42 locations across Australia and New Zealand as well as davidjones.com in Australia and is the oldest continuously operating department store in the world still trading under its original name.