

DAVID JONES

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DAVID JONES MARKS FASHION REVOLUTION WEEK WITH AN EXCLUSIVE CAPSULE COLLECTION FEATURING LEADING AUSTRALIAN DESIGNERS



Gabrielle, Vanessa and Cheryl Manning of Manning Cartell, Margie Woods of Viktoria & Woods, Bianca Spender of Bianca Spender, and Lauren Samuel of Nobody Denim

- Limited edition capsule collection featuring Ethical Clothing Australia accredited pieces by (from left) Manning Cartell, Viktoria & Woods, Bianca Spender x The Social Outfit and Nobody Denim. -

16 April 2018 - David Jones today unveiled a capsule collection to mark Fashion Revolution Week. The capsule collection features 23 limited edition pieces, made in Australia exclusively for David Jones by four of its Ethical Clothing Australia (ECA®) accredited brands: **Bianca Spender x The Social Outfit, Manning Cartell, Nobody Denim** and **Viktoria & Woods**.

The capsule collection will be on sale from **16 April 2018** until **29 April 2018** (Fashion Revolution Week runs from 23-29 April), available from custom-built pop-up spaces at David Jones Elizabeth Street and Bourke Street. The full range will also be available from the David Jones Online Store on Sunday 15th April which will also feature exclusive pieces from each brand.

The David Jones Fashion Revolution Week campaign aims to connect customers with the skilled garment makers producing clothing for some of Australia's most loved fashion brands. Online and instore, the educational campaign shows the capsule being manufactured, highlighting ECA's work to ensure safe working conditions and fair wages for workers in the local industry.

David Jones Managing Director Clothing and General Merchandise, David Collins said, "We are very pleased to be working with such a highly regarded group of Australian designers for Fashion Revolution Week 2018. It's an incredibly powerful campaign which shines a spotlight on those who make our clothes and we are proud to support the movement with our campaign. Responsible sourcing is a key facet of the David Jones Good Business Journey and we hope the initiative enables our customers to gain an insight into how these collections were made so they can make more informed shopping choices."

Fashion Revolution Week was established on 24 April, 2014, the first anniversary of the Rana Plaza factory collapse in Bangladesh, claiming the lives of 1,138 workers and injuring 2,500 others. Fashion Revolution celebrates fashion as a positive influence, and through the **#WhoMadeMyClothes** social media campaign, provides a platform to connect consumers to those who make their clothes. Fashion Revolution Week 2018 runs from April 23 – 29.

ENDS

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Find out more at www.davidjones.com.au/MindfullyMade

@davidjonesstore #DJsFashion #WhoMadeMyClothes #FashionRevolution

For editorial opportunities, high resolution assets, interview enquiries and further information please contact:

Rebecca Mahoney

David Jones | Communications Coordinator

M: 0402 342 805

E: rmahoney@davidjones.com.au

Jessica Makin

David Jones | Media Manager

M: 0409 812 506

E: jmakin@davidjones.com.au

About the collection:

Bianca Spender x The Social Outfit

Bianca Spender is one of the Ethical Clothing Australia accredited brands participating in the campaign for David Jones. Spender's two limited edition capsule pieces have been produced in collaboration with The Social Outfit, an ECA® accredited social enterprise providing employment and training in the fashion industry to people from refugee and new migrant communities in clothing production, retail, design and marketing. The garments were designed in the Bianca Spender workroom in central Sydney and sewn by The Social Outfit in their Newtown workshop.

Bianca Spender said, "I'm very excited to be working with The Social Outfit and David Jones on this capsule collection. Fashion Revolution is a great initiative to connect us with who makes our clothes, reminding us as customers to consider our decisions carefully. The Social Outfit celebrates creativity and diversity in our community and being able to work with them is a powerful way to combine my commitment to producing garments locally and supporting ethical, sustainable fashion."

Joanne Morton, The Social Outfit Production Manager and Trainer said, "We're very excited about this collaboration with Bianca Spender. Not only do we love Bianca's feminine silhouettes and her clever play with draped fabrics, it's great to be collaborating with a designer whose values are aligned with ours."

Each Bianca Spender x The Social Outfit garment in the capsule collection has been mindfully made with donated fabric in Australia and is accredited by Ethical Clothing Australia. 100% of Bianca Spender capsule sales will be donated to The Social Outfit. Available exclusively at David Jones.

Manning Cartell

Manning Cartell has been one of Australia's most sought after womenswear brands for over a decade. Proudly accredited since 2013 by Ethical Clothing Australia, Manning Cartell presents a capsule designed exclusively for David Jones.

Designed by sisters Cheryl, Vanessa and Gabrielle Manning, and cut and sewn by skilled garment makers in Sydney, Manning Cartell has created a wardrobe of 7 seasonal classics. From a vibrant red suiting look with white lacing detail, to a figure skimming sheath dress and a sultry floral print, this is a wardrobe for women of both strength and substance.

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“With kindness, fairness and integrity close to our hearts at Manning Cartell, we are very proud to be involved in the David Jones Fashion Revolution campaign. David Jones is committed to contributing to the further evolution of sustainable fashion and creating a community of conscious consumers and so are we.

It is a positive step towards creating more awareness around the ethically made initiative and to acknowledge our wonderful local makers. Bringing ethically produced fashion to the public has been core to our values since our inception and it has been an honour to work with an incredible organisation like ECA® to reinforce the message.”

Each Manning Cartell garment in the capsule collection has been mindfully made in Australia and accredited by Ethical Clothing Australia. Available exclusively at David Jones.

Nobody Denim

Nobody Denim is family-built denim laundry, founded in Melbourne in 1999. Every Nobody Denim garment is individually hand-customised and Nobody Denim work closely with global denim mills to source the very best fabrics.

Lauren Samuel, designer at Nobody Denim said, “It’s really important to us that the people who work with us are treated fairly and that what we do is transparent for our customer – so that they can feel proud of what they’re wearing the same way we feel proud to put it on the shelves.”

The 6 limited edition pieces in Nobody Denim’s capsule were designed by Head Designer Lauren Samuel and cut and sewn by skilled garment makers at the Nobody Denim Studio in Thornbury Melbourne.

Nobody Denim supports ethical labour practices. Their commitment to manufacturing in Australia allows them to keep jobs in Australia and respond immediately to current trends and customer needs. Nobody Denim works closely with Ethical Clothing Australia and the Textile, Clothing and Footwear Union of Australia to maintain an ethical workplace.

Each Nobody Denim garment in the capsule collection has been mindfully made in Australia and is accredited by Ethical Clothing Australia. Available exclusively at David Jones.

Viktorija & Woods

Viktorija & Woods was established in 2004 by Margie Woods, with a simple approach to create effortless wardrobe staples and a pared-back contemporary feel.

Viktorija & Woods presents 8 limited edition pieces in the collection, designed by founder Margie Woods and cut and sewn by skilled garment makers in Melbourne.

Margie Woods, creative director and founder of Viktorija & Woods said, “We know that our customer loves the story behind the brand – the product that they’re buying, the details of it, where it was made, the textiles we use – it’s all a journey for them... it’s all part of that conversation.”

Great value is placed on sustainable textiles and manufacturing that leave a lighter footprint on the planet. Each Viktorija & Woods garment in the capsule collection has been mindfully made in Australia

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and is accredited by Ethical Clothing Australia. Available exclusively at David Jones.

About David Jones

David Jones is Australia's leading premium retailer. The iconic department store first opened its doors in 1838 with the mission to sell 'the best and most exclusive goods' and celebrated its 179th anniversary in 2017. It is also the oldest continuously operating department store in the world still trading under its original name.

David Jones offers customers superior products and services across national and international brands in fashion, beauty, food, technology, and homewares.

David Jones currently has 43 stores as well as a popular online store, including its first international store in Wellington, New Zealand, and two boutique format stores at Barangaroo, Sydney, and James Street, Brisbane.

In August 2014, David Jones was purchased by South African based company, Woolworths Holdings Limited (WHL). WHL, which also owns Country Road Group, is one of the top ten global department store operators, focused on the Southern Hemisphere.