

# DAVID JONES

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## DAVID JONES UNVEILS WORLD OF LUXURY ON GROUND FLOOR OF ELIZABETH STREET FLAGSHIP

**Sydney, Australia:** David Jones today unveiled the Ground Floor of the Elizabeth Street Flagship, the highly anticipated Luxury Beauty and Designer Accessory destination within the department store's central Sydney location, first opened in 1927.

Now home to the world's most sought-after luxury brands, the Ground Floor reveals bespoke store-in-store concept spaces for international accessory brands including Louis Vuitton, Gucci, Dior, Loewe, Saint Laurent, Piaget, Celine, Valentino and Rimowa across a range of exclusive accessories, handbags, luggage, eyewear and jewellery. Complementing designer accessories is an extensive luxury beauty offering with counters from premium beauty brands such as Chanel, Tom Ford Beauty, YSL, Dior, Giorgio Armani and Guerlain. New to launch within the David Jones Elizabeth Street Ground Floor include an Australian-first in-store concept by Gucci Beauty and renowned Australian skincare brand, Rationale.

Accompanying their retail concepts on David Jones Ground Floor, a bespoke suite of three beauty treatment rooms for La Mer, La Prairie and Rationale are bookable by appointment for an extensive range of luxury personalised in-store skincare services.

David Jones CEO, Ian Moir said, "The opening of Ground Floor today is an exciting milestone in the redevelopment of the Elizabeth Street Flagship. Beautiful product and amazing experience is at the heart of our offering and our new luxury beauty and designer accessories floor is an exceptional example of this at a scale previously unseen in Australia. We believe the David Jones Elizabeth Street Ground Floor is an embodiment of David Jones' original mission: 'to sell the best and most exclusive goods' and we look forward to sharing this new floor with our customers."

At over 3,500sqm, the Ground Floor refurbishment has sought to reclaim the historic grandeur of this unique space while seamlessly blending the latest in contemporary store design and luxury bespoke fit-outs. The notable repositioning of the 3.3m brass doors at each corner of the flagship's Market Street façade creates a dramatic entrance to the store with access from the street in a way never seen before. A bank of eight elevators, the doors of the original 1927 lifts displayed above them and other additional heritage-listed features restored in deference to 181 years of trade further enhance the customer journey to the floors above.

David Jones Elizabeth Street Ground Floor opened to customers this morning after a 500-guest celebration last night. Attendees included Australian and international celebrities, designers and talent including David Jones ambassadors Victoria Lee and Adam Goodes along with David Jones Face of Menswear Tom Derickx, burlesque icon and lingerie designer Dita Von Teese, Carla Zampatti, Bianca Spender, Brooke Hogan, Odette, Natasha Oakley, Camilla Freeman-Topper and Marc Freeman and Danielle Cormack. A 425-glass Piper-Heidsieck champagne tower was poured to commence the evening, which featured a live performance from Australian music sensation Client Liaison. Guests were invited to commemorate the evening with a photo in a pop-up portrait studio by acclaimed photographer Hugh Stewart.

Ground Floor is the seventh floor to open as part of the redevelopment, complementing the recent launch of the Australian and International Designer Womenswear Floor on Level Three and the Designer Shoe Floor on Level Seven and continues to offer specialised, multi-lingual service and a world class shopping experience for customers.

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At its completion in April 2020, David Jones Elizabeth Street will be a 12-floor flagship destination for the best local and international brands; bringing the constantly evolving offering of fashion, beauty, food and home into the existing Elizabeth Street site in an exciting blend of heritage and innovative design, immersive retail experiences and bespoke in-store services.

**ENDS**

## **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 celebrated its 180th anniversary in 2018. David Jones has 50 locations across Australia and New Zealand as well as a popular online store in Australia and is the oldest continuously operating department store in the world still trading under its original name.

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## **David Jones Elizabeth Street Ground Floor Brand Listing:**

### **Designer Accessories**

Louis Vuitton  
Gucci  
Gucci Jewellery  
Dior  
Saint Laurent  
Celine  
Givenchy  
Loewe  
Piaget  
Fendi  
Rimowa  
Valentino  
Balenciaga  
Chloe

### **Luxury Beauty**

Chanel  
La Prairie (*by-appointment beauty services*)  
La Mer (*by-appointment beauty services*)  
Gucci Beauty  
Guerlain  
Dior  
Tom Ford Beauty  
Sisley  
YSL  
Giorgio Armani Beauty  
Rationale (*by-appointment beauty services*)  
Hermes  
Burberry Beauty  
SKII  
Jo Malone London