

DAVID JONES

MEDIA RELEASE
For Immediate Distribution

21 NOVEMBER 2019
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DAVID JONES OPENS FIRST STORE IN AUCKLAND, NEW ZEALAND

Auckland, New Zealand: David Jones today officially opened its first store in Auckland, New Zealand, the department store's second international location following the opening of its Wellington store in 2016. Anchoring the NZ\$790m Westfield Newmarket redevelopment, David Jones Newmarket features an innovative store design and delivers a highly anticipated range of international fashion and accessories brands to Auckland in addition to a number of leading new New Zealand labels.

David Jones Ambassador Jessica Gomes cut the ribbon this morning at the official opening of the premium retailer's 50th store in front of a crowd of excited customers, joined by David Jones CEO Ian Moir, David Jones Retail Director, Aaron Faraguna, and David Jones General Manager of Womenswear, Bridget Veals.

David Jones CEO Ian Moir said, "We are delighted to be opening our first David Jones in Auckland today at Westfield Newmarket. This is a milestone for David Jones, to be opening our second international store and to be part of this major development in the heart of Auckland, a vibrant global city in an exciting period of transformation. We are proud to be delivering an exceptional offering of David Jones exclusive brands and services to our customers here and look forward to further evolving our presence in New Zealand."

David Jones has expanded its range of New Zealand brands in line with the store opening to ensure strong representation of local brands. New labels making their David Jones debut in Newmarket include Harris Tapper and Wynn Hamlyn, joining New Zealand labels currently stocked in its Australian stores including Karen Walker, Kate Sylvester, Trelise Cooper, Deadly Ponies, and Saben.

The department store also offers a range international fashion brands new to Auckland including Carla Zampatti, Rixo, ALC, Tibi, Nanushka and Ulla Johnson, and an extensive beauty assortment including the anticipated arrival of Gucci Makeup in New Zealand, La Prairie, La Mer, Chanel, Grown Alchemist and Guerlain.

At 7,000sqm, David Jones trades over two floors with central escalators providing more than 400 brands across fashion, beauty, accessories and home. The store also offers customers a range of services including the complimentary David Jones Personal Shopping Service, beauty services by appointment, a gift registry, complimentary Wi-Fi in-store and a parent's room.

Celebrating opening day, David Jones has collaborated with three iconic New Zealand designers; Karen Walker, Deadly Ponies and Kate Sylvester to produce limited edition tote bags, a gift to customers with purchases of \$100 or over across Fashion, Beauty and Accessories. Shoppers can also select a mystery gift from the David Jones Gifting Wall when they make a purchase over \$75. David Jones Newmarket will stay open until 10pm opening night, with a live DJ and complimentary canapés and sparkling wine. The first 50 customers to the store on Thursday will receive a \$50 David Jones Gift Card and complimentary coffee with every purchase until Sunday 24 November.

ENDS

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DAVID JONES NEWMARKET – TRADING HOURS

Sunday	10am – 6pm
Monday – Wednesday	9am – 6pm
Thursday	9am – 9pm
Friday	9am – 8pm
Saturday	9am – 6pm

DAVID JONES NEWMARKET – THE BRANDS

Australian and New Zealand Designer

Brands include Carla Zampatti, Camilla and Marc, Rixo, Kate Sylvester, ALC, Kenzo, Trelise Cooper, Meadowlark, Twenty Seven Names, Khrisjoy, Nanushka, Karen Walker and Ulla Johnson

Womenswear

Brands include Wynn Hamlyn, Harris Tapper, Jac + Jack, Bec & Bridge, Viktoria + Woods, C&M Camilla and Marc, Shona Joy, Simone Perele

Menswear

Brands include Canali, Bally, Polo Ralph Lauren, Tommy Hilfiger, Saba, Politix, Anthony Squire, Abelard, Rodd & Gunn, and Ted Baker

Footwear and Accessories

Brands include Mansur Gavriel, Deadly Ponies, Danse Lente, Dylan Kain, Saben, Longines, Gucci Jewellery, See by Chloe, Wittner, Kurt Geiger, and Mimco

Childrenswear & Toys

Brands include Country Road Kids, Huxbaby, Pure Baby, Marquise, Our Generation, David Jones

Beauty

Brands include Grown Alchemist, Benefit, MAC, Bobbi Brown, Guerlain, La Mer, Chanel, Estee Lauder and Jo Malone London

Home

Brands include Dyson, Samsonite, Frette, Alessi, Georg Jensen, Wedgwood and Royal Doulton

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.