

DAVID JONES

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DAVID JONES REVEALS LEVEL 3 ELIZABETH STREET: INTERNATIONAL AND AUSTRALIAN DESIGNER WOMENSWEAR

23 August 2019: David Jones today unveiled Level 3, the highly anticipated International and Australian Designer Womenswear floor on the third level of the \$200 million redevelopment of the department store's Elizabeth Street flagship.

Iconic Australian brands such as Aje, Carla Zampatti, Bianca Spender, Camilla and Zimmermann have revealed bespoke store-in-store concepts on the 3,500sqm floor created specifically for David Jones Elizabeth Street, the retail spaces located alongside an expertly curated range of the world's most desired womenswear labels including 65 new labels such as Toni Maticevski, Balmain, Roksanda, Johanna Ortiz, Tibi, Ganni, Carolina Herrera and J.W. Anderson.

Bridget Veals, David Jones General Manager of Womenswear and Accessories said, "The opening of Level 3 International and Australian Designer Womenswear today is an incredibly exciting milestone in the redevelopment of our Elizabeth Street Flagship. Level 3 is now home to the best and most coveted brands in the world, including 65 new brands brought exclusively to our customers in a truly exceptional shopping environment in the heart of Sydney."

The fifth floor to open as part of the project, Level 3 will continue to deliver the specialised brand service seen on Level 1, 2, 7 and 9. With no detail spared, a new Personal Styling Suite will open with the floor in a purpose built environment, providing a complimentary service to help customers identify their personal style, find a specific outfit for an occasion, or undergo a seasonal wardrobe refresh.

David Jones Elizabeth Street Level 3 International and Australian Womenswear opens just days before *Bright Night*, a 1500 guest in-store celebration of the new season *SS19 On the Bright Side* and completed womenswear floors, including Level 4 Women's Classic Collections and Intimates, scheduled to open on August 30.

"A crucial focus for Level 3 has been the development of an updated, highly curated brand offering for our customers. We believe Elizabeth Street's womenswear offering is a shopping experience that has never been seen before in this country. Coupled with exceptional, multilingual service at every touchpoint we are thrilled to be sharing this with our customers today both instore and online."

At its completion in mid-2020, the reimaged 12-floor flagship department store will bring together the best of the world in one place; aligning fashion, food, home and beauty within the existing Elizabeth Street site in an exciting blend of heritage and modern design, immersive retail experiences, and bespoke in store services.

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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 180th anniversary in 2018. It is also the oldest continuously operating department store in the world still trading under its original name.

David Jones currently has 48 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.

Editor's Notes:

Images of the space will be available by 8am, Friday 23rd August. Footage will be available from 2pm.

Level 3 International and Australian Designer Womenswear Key Brand Listing:

Australian Designer Womenswear

Acler
Aje
Bianca Spender
Bassike
Camilla
C&M Camilla and Marc
Camilla and Marc
Carla Zampatti
Dion Lee
Ginger & Smart
Joslin
Kate Sylvester
KitX
Lee Mathews
Lover
Jac + Jack
Manning Cartell
Morrison
Rachel Gilbert
Rebecca Vallance
Romance Was Born
Scanlan Theodore
Thurley
Trelise Cooper
Zimmermann

International Designer Womenswear

A.L.C.
Balmain
Carolina Herrera
Chloe
Claude Pierlot
Colovos
Co Clothing
Dolce & Gabbana
Dries Van Noten
Emporio Armani
Ganni
Hugo Boss
Jacquemus
Johanna Ortiz
JW Anderson
Kenzo
Kris Joy
Maje
Mansur Gavriel
Max Mara
MSGM
Nanushka
Palm Angels
Proenza Schouler
Rejina Pyo
Rixo London
Roksanda
Sandro
Self-Portrait
Stella McCartney
Theory
Toni Maticevski
Ulla Johnson
Versace