

DAVID JONES

MEDIA RELEASE
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UNVEILING A NEW ERA: MEET THE FRIENDS OF DAVID JONES



Friends of David Jones L-R: Adam Goodes, Eleanor Pendleton, Hayden Quinn, Lucy Feagins, Elsa Pataky, Nicole Warne, Tom Derickx, Magnolia Maymuru, Victoria Lee, Cameron Stephens.

David Jones today unveiled a new era, featuring a line-up of inspiring and creative individuals. The new Friends of David Jones include; Actress **Elsa Pataky**, Beauty Editor **Eleanor Pendleton**, TV Personality **Hayden Quinn**, Digital Entrepreneur **Nicole Warne**, Actress & Model **Magnolia Maymuru**, Model on the rise **Cameron Stephens**, The Design Files Founder **Lucy Feagins**, AFL Great **Adam Goodes**, Model **Victoria Lee** and Former AFL star & Musician **Tom Derickx**.

Bringing their creativity, unique skills and expertise, the Friends are set to inspire and educate David Jones audiences by sharing their thoughts and ideas on everything from fashion, beauty and wellness, cooking and entertaining, and much more.

Influential people have been a part of David Jones fabric since the very beginning with famous faces fronting the brand including Maureen Duval, Lauren Hutton, Megan Gale and Miranda Kerr.

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From Queen Elizabeth II, to the Shoe Queen Sarah Jessica Parker. From our country's biggest stars to our local and internationally renowned designers. David Jones is renowned for celebrating unique and inspiring voices. Now in a new era, these talented individuals share more diverse skills and stories than ever before and are united by their passion for what they do and love for David Jones.

David Jones Chief Executive Officer Scott Fyfe said, "We are proud to welcome a new era of inspiration and creativity at David Jones and to bring this to life for our customers with such a talented and diverse collective of personalities. We look forward to sharing their stories, thoughts and interests and seeing this inspiring group as part of the David Jones family. As our digital lives continue to evolve, we are focused on new ways of innovating and engaging. Working with people who share our values, complement our rich brand heritage, and reflect and appreciate our modern, Australian lifestyles is an exciting part of our strategy to enrich the experience of our customers."

Captured by esteemed photographer Duncan Killick and videographer Henry Cousins, the Friends of David Jones make their debut in celebration of the department store's AW21 season, ***In the Moment*** and share an intimate insight into what being truly present means to them – after a year of reflection and change.

The new group of David Jones Friends join the brand's large family network including Australian and International designers, brand partners, employees, customers and community partners.

"We want our network to share their stories, their experiences, their ideas with the ultimate goal of inspiring our customers," Fyfe said.

Get to know the Friends of David Jones at www.davidjones.com

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For further information, campaign assets, and interview opportunities, please contact:

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About The Friends of David Jones

Victoria Lee, Model

One of Australia's most successful models and a longtime member of the David Jones family, Victoria is using her platform for good.

A country girl at heart, it's not surprising that she is passionate about the environment, working as a partner for the World Wide Fund for Nature (WWF) and as an ambassador for ocean conservation organisation, Parley.

As an established international model, based in New York, Victoria acts as David Jones' eyes and ears internationally, providing insight and opportunity for Australian Fashion to shine on the global stage.

Nicole Warne, Digital Entrepreneur

Nicole Warne is a global leading digital influencer with an audience of over 2.3 million.

Having established a successful e-commerce and digital business at the age of 20, Nicole has gone on to be one of the most in-demand creatives in the digital space, collaborating with luxury brands including Chanel, Christian Dior, Louis Vuitton, Valentino, Giorgio Armani and Ralph Lauren.

Nicole has been recognised in the FORBES "30 Under 30" and Business of Fashion's '#BoF500 and is highly regarded by traditional media for her progressiveness as a digital pioneer having appeared on the covers of VOGUE, ELLE, Harper's BAZAAR, L'Officiel, Marie Claire and InStyle, to name but a few.

An active ambassador for Adopt Change, a cause close to her heart being adopted herself, she is also passionate about the environment, holistic health, animal rights and human rights, and a supporter of the LGBTQI+ community.

Nicole is Japanese and South Korean and was raised in Australia. When she isn't traveling between America, Europe and Asia, she can be found in the little seaside town, North Avoca, on Australia's east coast, with her husband Luke Shadbolt, their daughter Sakura 'Suki', and cat, Yumi.

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Adam Goodes, AFL Great & Founder of the GO Foundation

An AFL legend and 2014 Australian of the Year, Adam Goodes is a co-founder of the GO Foundation, empowering youth through education.

He works with both the Australian Literacy and Numeracy Foundation and David Jones in striving towards reconciliation. Adam brings with him not only his profile and achievements, but also incredible insight and genuine passion for change.

Eleanor Pendleton, Beauty Expert & Founder of Gritty Pretty

Eleanor Pendleton is a multi-award-winning beauty and health journalist.

In July 2014, Eleanor became the first Australian Beauty Expert for prestige skincare brand, SK-II, and by the end of the year, channelling her beauty editor expertise she founded online beauty publication, Gritty Pretty - an interactive digital magazine dedicated to beauty. The first of its kind in Australia which is now the beauty bible for all things skin.

Since then, Eleanor has found a steadfast social media following through her relaxed sense of beauty and style, and in 2020, she became mother to Banjo Wilde.

Hayden Quinn, TV Personality & Celebrated Cook

A TV host, podcaster, celebrated cook and author, Hayden's energetic and enigmatic nature, makes the 31-year-old one of Australia's favourite media personalities.

A love of the ocean, travel, people and all things 'food' led Hayden to a Bachelor of Science in Marine Biology, a career as a Professional Lifeguard, extensive world travel and of course a life-changing MasterChef application.

He is a regular contributor to Delicious magazine, has written two cookbooks and his TV program - Taste of Australia with Hayden Quinn - is currently airing on Channel 10.

Magnolia Maymuru, Model & Actress

A Yolngu woman from the Mangalili clan, Maminydjama Magnolia Maymuru is used to the spotlight.

In 2014, as a teenager, she was spotted by a model scout while withdrawing money from an ATM.

As a model, she used her registered middle name, Magnolia. At the age of 19, Magnolia became the first Aboriginal woman from the Northern Territory to enter the Miss World Australia beauty pageant and reached the national finals.

Maymuru has since earned her stripes as an actor, winning an AACTA award for her role in the 2018 film The Nightingale and starring opposite Simon Baker in High Ground.

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Tom Derickx, Former AFL Star & Musician

An advocate for mental health through RUOK?, Tom Derickx is a jack of all trades and has mastered many.

A former AFL star, surfer, sometimes tradie, talented musician and the other half of dance music duo Kayex, guys want to have a beer with him, and girls, well, they want to have a beer with him too...!

Lucy Feagins, Founder of The Design Files

The Design Files is Australia's most popular design blog covering real Australian homes, gardens, art, architecture, craft, interior design, furniture, textiles, homewares, food and more.

Founded by Melbourne stylist Lucy Feagins in 2008, over the past 11 years, The Design Files has built an amazing, highly engaged community of readers and social media followers.

With a passion for original content, high quality photography and videography, Lucy and her team tell great design stories and document beautiful spaces, keeping readers informed about creative happenings Australia wide.

Outside of the web, Lucy hosts regular art exhibitions, events, talks and pop-ups and also has a weekly column in Domain magazine (The Age / Sydney Morning Herald).

Cameron Stephens, Next Gen Model

Model on-the-rise Cameron Stephens made her runway debut at Australian Fashion Week in April 2019 and has worked closely with David Jones since. Having already appeared on several magazine covers, and in the pages of Harper's BAZAAR, ELLE and of course JONES, Cameron's future is looking very bright indeed.

Elsa Pataky, Actress

Elsa Pataky is a Spanish model and actress. Married to Australian Actor Chris Hemsworth, they have three children together and relocated from Los Angeles to the magical Byron hinterland to raise their family.

Nature, health, family, fitness and of course fashion, are all her passions and her simple solution for having too many favourite pieces of jewellery: wear them all at once!