

DAVID JONES

Press Release
For Immediate Release

5th October 2021

DAVID JONES INTRODUCES DESIGNER RESALE IN PARTNERSHIP WITH BLUE SPINACH



David Jones today announced the introduction of designer resale, a new fashion offer in partnership with Australian luxury re-seller, **Blue Spinach**. The new initiative supports a circular fashion model by keeping fashion in circulation and providing customers with the opportunity to shop sought-after designer pieces. Renowned for housing a covetable selection of high end luxury designer names, Blue Spinach's addition to David Jones' Mindfully Made edit proves that great fashion should never go to waste.

Blue Spinach will be available to shop online at David Jones from 5th October with over 30 luxury accessories items from brands including **Louis Vuitton, Chanel, Prada, Hermes, Gucci, Celine, Balenciaga, Valentino** and **Fendi**. Designer items will be regularly refreshed with one off, hard-to-find and popular pieces available only at David Jones. Resale will also be available at David Jones Elizabeth Street Flagship in early 2022.

David Jones General Manager of Womenswear, Footwear and Accessories, Bridget Veals comments, "Resale of preowned designer pieces is gaining momentum globally and we are thrilled to introduce luxury items through this model to our customers. Blue Spinach joins our extensive range of international fashion and extends the life of high quality, authentic luxury pieces that are often hard to find.

We are dedicated to offering our customers choice in how they shop and the introduction of resale is a further expansion to our range of services which includes personal shopping, fashion rental, tailoring and virtual services".

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Founded in Sydney, Australia in 1996, Blue Spinach philosophy has always been centred around quality, design and the longevity of luxury fashion, curating the very best selection of pre-loved fashion pieces for fashion lovers to enjoy.

“We are thrilled to be partnering with David Jones and welcome a national audience to the luxury resale market to continue the lifecycle of luxury goods. As a reseller of pre-loved luxury items, we are committed to not only providing the highest quality consignment services, but also to practices that are ethically and environmentally responsible.” says, **Co-founder of Blue Spinach, Jane Thompson.**

Blue Spinach offers a comprehensive end to end white glove service and is renowned for its attention to product detail, centred around both condition and authenticity to provide the very best selection of products for resale. When you buy pre-owned fashion you are not only giving an item another life, you are contributing to a more sustainable fashion industry.

“In July, 2020 David Jones launched Mindfully Made, a platform to highlight our ongoing commitment to sustainability”, says **David Jones Head of Sustainability, Eloise Bishop.** “We’re proud to introduce resale as a core pillar to our Mindfully Made edit and we know our customers will be excited to shop pre-loved designer items at David Jones.”

To shop Blue Spinach at David Jones visit: www.davidjones.com/bluespinach

For further information on David Jones partnership with Blue Spinach, imagery or interview opportunities please contact:

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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 46 locations across Australia and New Zealand as well as davidjones.com in Australia and is the oldest continuously operating department store in the world still trading under its original name.