

DAVID JONES

PRESS RELEASE
FOR IMMEDIATE RELEASE

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DAVID JONES UNVEILS THE REIMAGINATION OF THE BOURKE STREET FLAGSHIP

Melbourne, Australia: Today, David Jones unveiled the the 6-floor reimagination of the Bourke Street Flagship, welcoming a world class sunglasses destination and brand-new luxury shop-in-shop concepts from international designers **Dior, Louis Vuitton, and Gucci** at the iconic department store in the heart of Melbourne.

The reveal of the new luxury destination marks the completion of this stage of the Bourke Street reimagination, a project which commenced in 2021. The first two phases introduced the luxury womenswear and accessories floor, the consolidation of the menswear department with two new highly curated floors and premium service offerings including new personal styling suites and made to measure services.

This chapter of redevelopment brings customers a luxurious sunglasses destination which offers the latest collections from premium brands including **Gucci, Chloe, Balenciaga, Saint Laurent, New Bottega and Chanel**.

David Jones CEO Scott Fyfe said “We are thrilled to complete this phase of the once in a generation refurbishment of our Bourke Street Flagship, marking the beginning of a new chapter for our flagship store.”

With customer experience at the core of this transformation, the significant project introduces an incredible calibre of international and Australian luxury designers and premium full-service experiences, transforming the store into a world class shopping destination we know our customers will be drawn to.

Besides being Melbourne’s premier shopping destination for unique styles and fashion, experiences such as the Gala, the Flower Show and the Christmas window are creating yet more reasons to visit the City of Melbourne for a shopping experience like no other.”

The \$50 million investment which has been in the works for over 3 years has transformed the store, offering an immersive and unique retail experience which is curated especially for the Melbourne CBD customer. The newly renovated store encompasses the architectural blend of heritage and modern design, showcasing the best of fashion, home, and beauty under the one roof.

Lord Mayor Sally Capp said “This major redevelopment will attract more shoppers to the city, which will have immense flow-on effects for other traders. We know that people visiting the CBD are seeking unique experiences and this reimagining of David Jones’ flagship store is a one-of-a-kind retail offering that will draw people from Melbourne, Victoria and beyond.”

The milestone occasion will tonight be culminated in a black-tie celebration where guests will raise a glass to the beginning of a new era for the Flagship with an evening of wonder travelling through an immersive multi-level experience, like no other.

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Welcoming over 9 million visitors a year, the Bourke Street Flagship reimagination has created a dynamic retail space for customers, which showcases the best of the world under one roof.

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High-Res Imagery here.

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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 celebrates its 185th anniversary in 2023. David Jones has 43 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.