

DAVID JONES

PRESS RELEASE

11TH APRIL 2023

SHE'S AN ICON

DAVID JONES LAUNCHES MOTHER'S DAY CAMPAIGN FEATURING A MULTIGENERATIONAL LINE-UP OF ICONIC FRIENDS OF THE BRAND

Melbourne/Naarm, AUS - David Jones today launched its Mother's Day Campaign – *She's an Icon*.

Featuring a line-up of eclectic, diverse, and multigenerational mothers, the campaign celebrates modern motherhood and the one thing that unites them all, their pure, unconditional love for their children and family.

Styled by Rachel Wayman and **shot by Hannah Scott-Stevenson** from **Jones Magazine**, the campaign features celebrated Australian fashion designer **Camilla Franks** alongside her daughter Luna and Mother Narelle, a former stylist and fashion buyer for David Jones, all wearing Camilla's artistic, innovative, and intricate designs.

Twenty years on from their first appearance in a David Jones Mother's Day campaign, **Ava Chandler Matthews**, a **new mum and co-founder of Australian skincare brand, Ultra Violette** which is now available at David Jones appears with Mother **Nicole Bonython-Hines**.

An intimate portrait of **Magnolia Maymuru**, **Yolngu woman, model, and Friend of David Jones**, breastfeeding daughter Djarraran (Tili) alongside her Mother Rosita captures the powerful beauty of motherhood with the moment unfolding naturally on set.

Bridget Veals, **General Manager of Womenswear, Footwear and Accessories at David Jones**, said it's an honour to celebrate icons of the David Jones Family.

"So many remarkable women have helped shape David Jones' 185-year history. It is a pleasure to see generations of iconic women come together as we share the joy of what it means to be a mother or mother figure."

The campaign is supported by a full 360 marketing plan with thoughtful placements and considered messaging across all key customer touchpoints. This includes a number of in-store experiences '*Like No Other*'.

The premier department store will host a **Mother's Day High Tea** series and **Masterclass** program at its Elizabeth Street and Bourke St flagships with **50 percent of proceeds donated to the National Breast Cancer Foundation**.

Flowers carts will also be set up at Bourke St Flagship in Melbourne, Elizabeth St Flagship in Sydney, Hay Street in Perth, Queens Plaza in Brisbane, and Adelaide Central Plaza. Customers will receive a complimentary bunch of flowers when they spend \$150 or more in-store on Saturday 13th May.

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You can shop the Mother's Day gift edit including indulgent beauty must-haves, timeless fashion and statement homewares at www.davidjones.com.au or in-store at one of 42 locations across Australia and New Zealand.

For more information on Mother's Day events visit <https://www.davidjones.com/stores/whats-on-and-events> Tickets are limited and bookings are essential.

– ENDS –

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NOTES TO EDITORS

Camilla wears: CAMILLA Suit jacket \$1299, and wrap skirt \$699. ROGER VIVIER 'Trés Vivier' hat, \$1210. CELINE 'Triomphe' gourmette necklace (top), \$1700, and link necklace, \$1450, and dangling necklace, \$990.

Luna wears: CAMILLA Tutu dress \$399.

Narelle wears: CAMILLA Waist-tie long kaftan \$849. GREGORY LADNER Drop earrings \$29.95, and pearl and metal necklace \$39.95. CELINE 'Paris' double necklace, \$1100. AMBER SCEATS 'Brinkley' necklace \$339.

Ava wears: LEO LIN 'Anneke' dress \$599. JIMMY CHOO 'Bing 100' heels \$1550. ALÉMAIS 'Shell' earrings \$295.

Nicole wears: CUE knit shirt \$300, and tailored pants \$275. JIMMY CHOO 'Saeda 85' heels \$1650

Rosita wears: PERRI CUTTEN 'Jessica' silk shirt \$399. DAVID JONES COLLECTION Linen pants \$109.95.

Tili wears: FOX & FINCH 'Everglade' dress \$69.95. CONVERSE 'Chuck Taylor All Star 2V' sneakers \$70.

Magnolia wears: ACLER 'Westover' dress \$595.

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 42 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.