

DAVID JONES

PRESS RELEASE

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DAVID JONES COMMITS TO CLOSING THE CONSUMPTION LOOP ON EARTH DAY 2022 WITH INNOVATIVE CLOTHING RE-SALE INITIATIVE



EARTH DAY 2022: In celebration of World Earth Day, **David Jones** has today announced the integration of sustainability-driven, re-commerce platform **RELOOP** in partnership with GlamCorner. The innovative re-sale clothing initiative aims to power the future of circular fashion.

Launching across the David Jones website, the **RELOOP** integration will provide customers with the option to join the sustainable fashion revolution and choose to shop consciously, by reselling, renting, recycling, and repairing their clothes.

The launch of **RELOOP** online at David Jones signifies the next step in the David Jones Good Business Journey, representing one pillar of the retailer's multi-faceted approach to reducing the impact on environment, helping customers break the cycle of waste and in turn, closing the consumption loop.

Bridget Veals, David Jones General Manager of Womenswear, Footwear and Accessories said: "We are thrilled to announce the continuation of our partnership with re-commerce powerhouse GlamCorner to launch **RELOOP**. We are committed to becoming a global leader in ethical, environmental, and climate-conscious practices, and as such champion ongoing partnerships with pioneers in this space.

"Through the **RELOOP** initiative, we hope to educate our customers on renting, resale and donation options whilst providing a seamless solution to make climate-conscious shopping easy. This is another step to show our ongoing commitment to reduce fashion waste and support the transition to the circular economy of the future," Veals said.

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The *RELOOP* service works by enabling customers to opt-in to re-commerce their items at the point of transaction on the website at a later date. Once listed on *RELOOP* marketplace, customers will be given various options to help reduce the impact on the environment including the opportunity to re-sell, rent, recycle or repair the items.

The platform provides a premium concierge and end-to-end service for customers, with *RELOOP* managing the entire process in the re-commerce cycle including the collection and listing process once a customer is ready to re-sell nationwide.

Audrey Khaing-Jones, COO and Co-Founder of GlamCorner said, "*RELOOP* was developed by GlamCorner to celebrate our company's tenth year in circular and sustainable fashion. After a decade in the industry, we saw an opportunity to make our circular fashion platform available to empower brands, retailers and individual consumers so that together we can accelerate the transition towards a more circular and sustainable future. We feel incredibly privileged to have the opportunity to launch our ReLoop offering with David Jones as our inaugural partner and thank them for their leadership on what we see as the most important opportunity and challenge that faces our industry in the coming decade."

RELOOP also offer customers the option to donate any clothing items which aren't in resaleable condition via the services partnership with global not-for-profit organisation 'Dress for Success'.

RELOOP currently accepts clothing, accessories and handbags and will be implemented across every facet of the David Jones shopping platform, taking the hassle out of the resale process to support sustainability-savvy customers to shop in a climate-conscious manner.

The [RELOOP](https://www.davidjones.com.au) service will be available for customers to utilise today via www.davidjones.com.au.

- ENDS -

Available for interview and comment on request:

- **David Jones General Manager of Womenswear Bridget Veals, and**
- **COO and Co-Founder of GlamCorner, Audrey Khaing-Jones.**

For further information, images or interview requests 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.au](https://www.davidjones.com.au) in Australia and is the oldest continuously operating department store in the world still trading under its original name.

ABOUT GLAMCORNER

Founded by husband and wife team Dean Jones and Audrey Khaing-Jones in 2012, GlamCorner is the leading online destination for women in Australia to rent designer fashion. The company is on a mission to accelerate the transition to a more circular and sustainable fashion system. Through revolutionising the way fashion is consumed by providing a sustainable alternative for the fashion community and environment, GlamCorner allows Australian women access the largest shared wardrobe in the country while challenging the buy-wear-dispose mindset.

About RELOOP

RELOOP was founded by the team behind GlamCorner, a BCorp certified online destination for premium womenswear rental in Australia. RELOOP is here to enable every retailer, brand and individual to join the circular economy, launching into David Jones as their first Australian retailer. RELOOP offers a sustainable and stress free solution to clothing resale, working to clean, repair and re-sell pre-loved clothing, without consumers needing to lift a finger.

SOCIALS

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@davidjonesstore
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