

DAVID JONES

MEDIA RELEASE

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ULTRA VIOLETTE MAKES AUSTRALIAN DEPARTMENT STORE DEBUT AT DAVID JONES

Melbourne/Naarm, AUS - David Jones today announced that internationally acclaimed Australian skincare brand, Ultra Violette has launched into stores, headlining the sunscreen category of the retailer's evolving luxury beauty offer.

Marking the brand's luxury department store debut in Australia, Ultra Violette has already earned pride of place in skincare cabinets around the world, thanks to its game-changing range of next-generation, high SPF sunscreens that not only look good, but feel great to wear.

"We are honoured to welcome Ultra Violette to our collection of innovative, best in class skincare brands at David Jones," said David Jones General Manager of Beauty, Alicia Shoolman.

Ultra Violette is known around the world for its bright, eye-catching packaging and exceeding expectations with its wearable, high-performance sunscreens. We're delighted for our customers to be able to experience this fantastic brand in-store and online as part of our premium department store offering."

Ultra Violette Co-Founders Ava Matthews and Bec Jefferd said, "We are so thrilled to be launching our screens into Australia's leading premium department store. David Jones has long been the home of so many prestige brands from across the globe and we know our range of SKINSCREENS™ will be right at home on the beauty floor.

David Jones marks our first entry into department stores in Australia and we cannot think of a better partner. We are beyond excited to future-proof more faces as we expand our footprint both here in Australia and globally."

The brand has already expanded into 20 countries around the world, including New Zealand, the UK, Europe and Southeast Asia and now, David Jones; where Ultra Violette will sit alongside a stable of powerhouse beauty brands, including Chanel, Dior, Tom Ford, Estee Lauder, and more.

Ultra Violette's leading collection of SKINSCREENS™, including crowd favourites Queen Screen SPF 50+, Supreme Screen SPF 50+, Clean Screen SPF 30 and Lean Screen SPF 50+ will be available in select David Jones stores and online at davidjones.com.au, with more new product launches to be announced in the coming months.

ENDS

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