

# DAVID JONES

MEDIA RELEASE

JUNE 7<sup>th</sup> 2023

## DAVID JONES JOINS SEAMLESS AS FOUNDATION MEMBER

*Australian Fashion and Clothing Industry Launches Roadmap to Circularity by 2030*

---

At the launch event in Sydney today, David Jones was announced as a Foundation Member of ‘Seamless’, Australia’s national clothing stewardship scheme that aims to significantly reduce the volume of clothing going to landfill each year and endeavours to pave the way toward a circular economy for the Australian fashion industry.

For David Jones, building on our legacy that focuses on sustainable and responsible business practices is a key pillar of Vision 2025+. Circularity is a vital part of the business’ future and for CEO Scott Fyfe joining ‘Seamless’ was a logical and important step forward.

“Clothing waste is a large contributor to Australia’s waste problem, with more than 200,000 tonnes of clothing and textiles ending up in landfill every year. We wholeheartedly back a holistic approach to address this issue – looking at how we better design, manufacture, extend the use and recycle our clothing.” said Fyfe.

“Circularity is growing in importance to David Jones and our customers,” said Fyfe. “We have been working with our partners Glam Corner, Blue Spinach and Thread Together to raise awareness with our customers and encourage circularity for some time. Our rental and resale services are proving to be increasingly attractive to our customers and take up is growing.”

“We know that our customers are actively looking for viable solutions in this area and David Jones has been at the forefront in developing new ways our customers can benefit from the circular economy and we will continue to keep strengthening our offering in this space,” said Fyfe.

Launched by the Minister for Environment and Water, Tanya Plibersek, the ‘Seamless’ scheme seeks to drive the industry towards clothing circularity by 2030 by incentivising clothing design that is more durable, repairable, sustainable and recyclable; fostering new circular business models for Australian fashion based on reuse, repair, re-manufacturing and rental; expanding clothing collection and sorting for effective re-use and to ensure non-wearable clothes are recycled; and encouraging citizen behaviour change for clothing acquisition, use, care and disposal.

Seamless was created by a Consortium led by the Australian Fashion Council with Charitable Recycling Australia, Queensland University of Technology, Sustainable Resource Use and WRAP Asia Pacific. The scheme design is the result of significant research and analysis, and extensive discussions with stakeholders across the value chain including clothing brands, retailers, charities, recyclers and government agencies.

---

**For further information, archive imagery or interview requests, please contact:**

Will Clarke  
Head of Corporate Communications  
David Jones

M: 0488 34 54 64  
E: [will.clarke@davidjones.com.au](mailto:will.clarke@davidjones.com.au)

### **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 185<sup>th</sup> anniversary this year. 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.