

DAVID JONES

The New Home of Luxury Beauty Has Arrived: **David Jones Celebrates Grand Opening of Bourke Street Flagship Reimagined Beauty Floor**

MEDIA RELEASE

THURSDAY 15 AUGUST

Melbourne/Naarm, VIC — Today, David Jones celebrated the re-opening of the Beauty Floor at its iconic Bourke Street Flagship; a significant milestone for the retailer following a \$15 million investment into transforming its historic Melbourne store into the premier destination for luxury beauty in Australia.

The occasion was marked by an exclusive breakfast attended by media, influencers and industry partners at the Bourke Street store, with a dining experience on the Beauty Floor amongst the counters of some of the world's most renowned beauty brands.

The event also featured a compelling in-conversation series hosted by Friend of David Jones, **Eleanor Pendleton**, featuring four leading beauty entrepreneurs: **Richard Parker**, Founder of **RATIONALE**, **Anna Lahey**, Founder of **Vida Glow & TYPEBEA**, **Raquel Bouris**, Founder & Creative Director of **Who Is Elijah**, and **Bec Jefferd**, Co-Founder of **Ultra Violette**.

Panelists were also joined by special guest, **Anastasia Soare**, CEO & Founder of **Anastasia Beverly Hills**, who is visiting Australia to launch her brand and its renowned **Brow Studio** into David Jones' Bourke Street Flagship – the only destination in the Southern Hemisphere where customers can experience one of her signature brow services with its patented *Golden Ratio Theory*.

“David Jones offers a world-class curation of luxury Australian and international beauty brands, and we are delighted to welcome our customers into our reimagined Bourke Street Flagship, where a full immersion into the world of our brands awaits,” said **Alicia Shoolman**, **General Manager of Beauty at David Jones**.

“The refreshed Bourke Street Beauty Floor has been designed with specific zones showcasing our offer across luxury skincare, makeup, fragrance and emerging categories such as hair and wellness. The zoning supports a seamless customer journey that inspires and encourages discovery, and the inclusion of an additional seven private beauty rooms on the floor supports our commitment to delivering services and immersive brand experiences, like no other. We are also proud and excited to welcome some new brands to the Bourke Street offering, including Anastasia Beverly Hills, Rationale and Aesop, which will open in October”

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From makeup applications and fragrance discoveries to sublime private facials from the likes of La Prairie, La Mer, Rationale, Chanel, Sisley, Dermalogica and more, the reimagined beauty floor is a must visit destination for any beauty lover.

“Welcoming over nine million visitors annually, our Bourke Street Flagship is a true destination, and we are proud that the ground floor beauty space is now the perfect stage for our beautiful beauty offer, complementing our incredible brand, product and services available across our other categories,” added Shoolman.

David Jones is inviting beauty enthusiasts to join in on the celebration during its **Festival of Beauty**, taking place on the **Ground Floor of Bourke Street Mall** from **Thursday 22 August to Sunday 25 August**. The festival promises four days of activations, giveaways, entertainment, and masterclasses from **Gucci, Lancome, GHD** and more. From **Thursday 15 August to Sunday 1 September**, customers will also have access to a dedicated **Beauty Concierge** in-store to guide them through the new floor and services.

Head to David Jones Bourke Street Mall to rediscover Melbourne’s original beauty icon and directly shop world-class brands in store or visit davidjones.com.au.

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About David Jones

David Jones is Australia’s premier destination for luxury beauty, offering an extensive range of both Australian and international beauty brands. The iconic department store first opened its doors in 1838 with the mission to sell the best and most exclusive goods. With a history spanning 186 years, David Jones continues to set the benchmark for excellence in retail, delivering an exceptional shopping experience that reflects the latest trends and innovations in beauty. David Jones has 41 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.