

DAVID JONES

David Jones Celebrates Black Friday with its Biggest Sale of the Year



PRESS RELEASE

FOR IMMEDIATE RELEASE

Melbourne/Naarm, VIC – David Jones is thrilled to announce the return of its most anticipated sale of the year, providing Australians with unmatched offers and exceptional value this [Black Friday](#).

From Friday 8 November, customers can take advantage of special early-bird deals on electrical goods, [luggage](#) and [mattresses](#). The savings will then continue with new offers rolling out across all departments for two weeks, available in-store nationwide, online at davidjones.com, and through the new David Jones mobile app.

“Black Friday is a standout moment in the retail calendar, and we’re excited to finally reveal the incredible deals we have in store across [fashion](#), [beauty](#), [homewares](#), and [small appliances](#),” said **Scott Fyfe, CEO of David Jones**. “We recognise that our customers are looking for the best value this time of year, and Black Friday presents a unique opportunity for significant savings. This year’s sale is a fantastic chance to discover high-quality items at exceptional prices ahead of Christmas—perfect for finding gifts for loved ones, upgrading your wardrobe and home, or treating yourself.”

From [Dyson](#) and [SKIMS](#) to [Estée Lauder](#), [Marc Jacobs](#), [Samsonite](#), and [Lego](#), David Jones is the ultimate destination for accessing some of the world’s leading brands at unbeatable prices this Black Friday.

Committed to ensuring its customers can shop with confidence and ease this Black Friday, David Jones will offer a range of convenient services, including free standard click and collect, extended store trading hours, complimentary express delivery on orders over \$100, easy returns, and price matching. Additionally, customers can sign up for free to the David Jones Rewards Loyalty program to be in the know about exclusive offers during this major sale.

A complete list of the top offers available during David Jones’ biggest sale of the year can be found below.

Please note, all offers are embargoed until in-market date listed below. Offer end dates vary.

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Hot Price Offers



DYSON Airwrap Origin Multi-Styler & Dryer
NOW \$499
SAVE \$250

Offer available from Friday 8 November to Monday 2 December



SMEG KLF03WHAU 50's Style 1.7L Variable Temperature Kettle
NOW \$169
SAVE \$80

Offer available from Friday 8 November to Sunday 8 December



KITCHENAID KSM195 Artisan Tilt Head Stand Mixer
NOW \$669
SAVE \$230

Offer available from Thursday 14 November to Wednesday 4 December



DYSON Gen5 Detect Absolute Stick Vacuum
NOW \$969
SAVE \$580

Offer available from Monday 11 November to Monday 2 December

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CIRCULON Style Nonstick Induction Skillet Triple Pack

NOW \$99
SAVE \$300

Offer available from Monday 18 November to Monday 2 December



225cm Pre-Lit Tree and Bauble Bundle

NOW \$99
SAVE \$150

Offer available from Monday 18 November to Monday 2 December



MARC JACOBS The Snapshot Bag

NOW \$389
SAVE \$241

Offer available from Thursday 21 November to Monday 2 December



AJE Nova Crossbody Bag

NOW \$199
SAVE \$126

Offer available from Thursday 21 November to Monday 2 December

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CALVIN KLEIN Chromatic Trunk 3pk

NOW \$49

SAVE \$50

Offer available from Tuesday 19 November to Monday 2 December

Top Offers

Note, all offers are embargoed until in-market date. Offer end dates vary.

Offers commencing Friday 8 November

- Mattresses** Take up to 55% off the SRRP of a great range of selected mattresses and bases from **Sealy Posturepedic**. Plus, receive complimentary delivery.
- Luggage** Save 40% on the RRP of suitcases from **Samsonite, American Tourister, Antler and Delsey** (excludes American Tourister, Skittle and Little Curio).
- Save 50% on the RRP of **Samsonite Hi-Fi** and **Antler Logo** suitcases.
- Home** Save up to 30% on selected kitchen appliances from **Smeg**, KLF03 Kettle and TSF01 2 Slice Toaster – NOW \$169 each SAVE \$80 each.
- NOW \$1,879 SAVE \$620 on **Breville BES980BKS** the Oracle Manual Coffee Machine in Black Sesame.
- NOW \$594 SAVE \$105 on **Breville BES870BKS** the Barista Express Manual Coffee Machine in Black Sesame.
- Save up to 40% on selected air fryers from **Tefal**, EY901H Dual Easy Fry Essential 8.3L XXL Air Fryer NOW \$179 SAVE \$120.

Offers commencing Monday 11 November

- Home** Save up to 35% on selected home appliances from **Dyson**.

Offers commencing Thursday 14 November

- Home** Save up to 40% on selected **Shark** hair tools.

Offers commencing Friday 15 November

- Womenswear** Save 30% on selected full-priced women's fashion from **P.E Nation**.

Offers commencing Sunday 17 November

- Kids** Save 25% on full-priced toys (excludes Lego Icons, Star Wars & Technic, Jellycat & Tonies)

Offers commencing Monday 18 November

- Kids** Save 30% on full-priced nursery.
- Home** Save 40% on full priced **Le Creuset** cast iron cookware and kitchenware in Sage and Flint.
- Save 20-40% on full priced homewares from **Villeroy & Boch**.

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Save 20% off the Christmas Trim Shop. Exclusions apply.

Save up to 50% on full-priced cookware from **Anolon, Esstelee, Circulon, Scanpan, Tefal, Jamie Oliver by Tefal, Joseph Joseph** and **Ken Hom**.

Save 30% on a great range of full-priced kitchenware.

Offers commencing Tuesday 19 November

Menswear Take 50% off selected men's styles from **Tommy Hilfiger, Gant, Nautica, Lacoste, EA7** and **P.E. Nation**.

Offers commencing Wednesday 20 November

Home Save up to 30% on selected kitchen appliances from **Smeg**.

Save 40% on full-priced towels, bed linen and more from **Sheridan**.

Offers commencing Thursday 21 November

Womenswear Save 30% on full-priced boxed **SKIMS** Seamless Sculpt Range.

Save 30% on full-priced women's fashion from **Neuw Denim, Levi's, Shona Joy, Misha, Odd Muse, Staple the Label, Faithfull the Brand** and more.

Save 20% on full-priced women's designer fashion from **Farm Rio, Pangaia, Frankie Shop, Reformation** and more.

Save 40% on full-priced women's lingerie from **Calvin Klein, Spanx, Triumph, Wacoal, Berlei** and more.

Save 40% on full-priced women's fashion from **Minkpink, Lioness, Sovero, Nobody, David Jones Collection, Adrift, Eb&Ive, Jump** and more.

Save 30% on full-priced women's sleepwear from **Boody, Givoni, Nude Lucy, Ginia, Homebodies, Gingerlilly** and more.

Menswear Save 30% on full-priced men's fashion from **Gant, Tommy Hilfiger, Lacoste, Nautica, Levi's, Superdry, The North Face, Nana Judy, EA7, Helly Hansen, Calvin Klein Jeans, Ksubi, Champion, Ben Sherman, Jack & Jones, Paul & Shark, Boss Orange, Armani Exchange, Scotch & Soda** and more.

Save 25% on full-priced men's fashion from **Neuw Denim, G-Star, Nudie Jeans, Diesel, Fred Perry, Carhartt WIP, Deus Ex Machina, Assembly Label, Boss Green, Saturdays NYC** and more.

Save 30% on full-priced men's shoes from **Julius Marlow, Tommy Hilfiger, Hush Puppies, Aquila, Wild Rhino, Lacoste, Ted Baker, Sperry Top-Sider, Reebok** and **Gant**.

Save 30% on full-priced men's accessories from **Alta Linea, Tommy Hilfiger, Calvin Klein, Ted Baker, Ben Sherman, Brixton, Geoffrey Beene, Buckle, Gentlemens Hardware, Hugo by Hugo Boss** and **Gant** (belts only).

Save 30% on a range of full-priced men's underwear, sleepwear and socks.

Save 25% on selected men's swimwear from **Tom & Teddy, Vacay, Speedo, Mosmann, Adidas, Emporio Armani Swim, Boss Swim, The Rocks Push, Tolu** and **Swims**.

Save 25% on full-priced men's suiting from **Joe Black, Uberstone, Flinders, Ted Baker**, and **Simon Carter**.

Save 30% on men's business shirts from **Calvin Klein, Van Heusen, Geoffrey Beene, Abelard, James Harper, Hardy Amies** and **Eton**.

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Save 40% on full-priced men's fashion from **Benetton, Sisley, David Jones Collection** and **Calvin Klein Swim**.

Save 30% on full-priced men's luxury apparel from **Pal Zileri, Paul Smith, HUGO by Hugo Boss, Eleventy, Altea, Tiger of Sweden, Digel** and **Reiss**.

Save 20% on **full-priced men's styles** from **R.M. Williams**.

Save 50% on full-priced men's fashion from **Brooks Brothers**.

Kids

Save 25% on full-priced babywear from **Purebaby, Bebe Fleur Harris, Fox & Finch, Hux Baby, Grown, Nature Baby** and **Minihaha**.

Save 30% on full-priced babywear from **Tommy Hilfiger, Rock Your Baby, Marlo, Marquise** and **Kynd Baby**.

Save 30% on full-priced kid's fashion from **Tommy Hilfiger, Calvin Klein Jeans** (excludes CK Suiting), **Rock Your Kid, Rookie by Academy, Alphabet Soup** and **Sunnyville**.

Save 30% on full-priced babywear and kids' fashion from **David Jones Collection, Saffron & Clover** and **Disney** for David Jones.

Save 25% on full-priced kids' shoes (excluding Seed & Country Road).

Footwear & Accessories

Save 25-30% on full-priced women's shoes from **Alias Mae, Tony Bianco, Stuart Weitzman, Steve Madden, Siren, New Balance, Hush Puppies, Gino Ventori** and **more**.

Save 25-30% on full priced handbags & women's wallets from **Kate Spade, Furla, Brie Leon, Aje, Guess** and **more**.

Save 25% on full priced jewellery from **Najo, Kirstin Ash** (excludes solid gold range), **By Charlotte, Barcs, Gregory Ladner, Kate Spade** and **Amber Sceats**.

Save 30% on full priced women's footwear from **Hush Puppies, Supersoft, Gino Ventori, Diana Ferrari** and **Ecco**.

Save 30% on full priced sunglasses from **Ray Ban, Le Specs, Carrera, Cancer Council, Fiorelli, Aire** and **Local Supply**.

Save 30% on full priced watches from **Seiko, Daniel Wellington, Rosefield, Tommy Hilfiger** and **Boss**.

Save 25% on full-priced Women's footwear from **Aje, Michael Kors, Axel Arigato, Alohas, La Tribe, Kate Spade, Castaner, Repetto, Camilla and Marc, Common Projects** and **Birkenstock 1774**.

Save 25% on full-priced women's footwear from **R.M. Williams**.

Save 30% on full priced hats, scarves, belts, hair, accessories and kaftans (excludes Helen Kaminski).

Save 35% on **Mimco**. No exclusions.

Offers commencing Monday 25 November

Womenswear

Save up to 30% on full-priced women's designer fashion from **Aje, Bec + Bridge, Camilla & Marc, C&M, Bassike, Jac + Jack, Camilla** and **more**.

Save up to 30% on full-priced women's swimwear from **Sunseeker, Jantzen, Togs, Seafolly, Jets** and **more**.

Footwear & Accessories

Save 40% on full-priced women's handbags from **Fossil**.

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Save 25% on full-priced and already reduced products from **Midas** and **Munro**.

Home Save up to 30% on selected coffee machines from **Breville**.

Offers commencing Tuesday 26 November

Womenswear Take an extra 20% off selected already reduced women's international designer fashion.

Offers commencing Wednesday 27 November

Footwear & Accessories Save 20% on selected fullpriced women's designer handbags & shoes from **Balmain, Dolce & Gabbana** and **more**.

Save 20% on full-priced designer sunglasses from **Gucci, Saint Laurent, Versace, Prada and Miu Miu**

Save 10% on full-priced jewellery from **Autore Moda, Autore** and **Steve Khalil**.

Save 20% on selected designer watches.

Save 20% on full-priced jewellery from **Sarah & Sebastian** (offer not available at David Jones Pacific Fair Sarah & Sebastian concession).

Save 20% on full-priced women's handbags and wallets from **Status Anxiety, Charles & Keith, Reiss, St Agni** and **more**.

Save 25% on full-priced products from **Kurt Geiger**.

Save 20% on the RRP of selected products from **Coach**.

Offers commencing Thursday 28 November

Beauty Save 20% on full-priced beauty from **Estée Lauder**[^], **Tom Ford Beauty, Lancôme, MAC Cosmetics and more** (^Excludes pumps, blockbuster & minis).

Save 30% on full-priced beauty from **Lancome, Giorgio Armani, Prada Fragrance** and **more**.

Save 20% on full-priced beauty from **Clinique**[^] (^excludes minis).

Save 20% on full-priced beauty from **Bobbi Brown**[^] (^excludes services).

Save 20% on full-priced beauty from **Clarins, Dermalogica, Jurlique & Ultra Violette**[^] (^excludes sets & jumbo sizes).

Save 20% on full-priced fragrances from **Rabanne, Jean Paul Gaultier** and **more**.

Save 30% on full-priced beauty from **Molton Brown, Natio, Marc Jacobs**[^] and **Boss**^{*} (^excludes Perfect Elixir & Sets, *excludes Bottled Absolu PI & Alive Absolu PI & Sets).

Save 20% on full-priced home fragrance from **Circa**[^], **The Aromatherapy Co, Ecoya** and **more** (^excludes Alchemy range).

Offers commencing Friday 29 November

Beauty One Day Only: Save 20% on full-priced fragrances from **Creed, Penhaligon's, Trudon, Amouage** and **more** (excludes sets).

Home Save 20% on full-priced designer homewares from **Georg Jensen, In the Roundhouse, Maison Balzac, Ichendorf Milano, Kip & Co, Tom Dixon, Assouline, Missoni** and **more**.

Take an extra 10% off the already reduced price of selected home and kitchen appliances.

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Menswear

Save 40% on full-priced men's fashion from **Gant, Tommy Hilfiger, Lacoste, Nautica, Levi's, Superdry, Nana Judy, Calvin Klein Jeans, Ksubi, Champion, Ben Sherman, Jack & Jones, Puma, Calvin Klein Sportswear, NN07** and **Brother Wolf**.

Save 40% on full-priced men's underwear and socks from **Calvin Klein, Tommy Hilfiger, Mitch Dowd** and **Bamboozld**.

Save 40% on full-priced men's shoes and accessories by **Tommy Hilfiger, Calvin Klein, Fossil** and **Julius Marlow**.

Save 25% on full-priced men's shoes from **Veja, Axel Arigato, Common Projects, Crocs, New Balance, Hugo by Hugo Boss, On Running** and **EA7**.

Kids

Save 40% on full-priced kids' fashion from **Tommy Hilfiger, Calvin Klein Jeans** (excludes CK Suiting), **Quiksilver, Roxy, Rock Your Kid, The Grace Society, Bardot, Marlo, Huxkid** and **Fleur Harris**.

Save 40% on full-priced on babywear and kids' fashion from **David Jones Collection & Saffron and Clover** (excludes Disney for David Jones).

Save 40% on full-priced babywear from **Tommy Hilfiger, Rock Your Baby, Marlo, Marquise** and **Kynd Baby**.

Save 20% on full-priced kids designer apparel from **Zimmerman, Camilla, Boss, Kenzo, Balmain, Givenchy, Versace, Fendi, Chloe, Dolce & Gabbana, The Marc Jacobs, Tutu Du Monde, Moschino, Palm Angels, Diesel, Off White, Michael Kors, Pearl & Caviar, Farm Rio** and more.

Save 40% on full-priced kids' swimwear from **Speedo, Seafolly, Tommy Hilfiger, Calvin Klein Jeans, Maaji, Minihaha, Bling20, Stella Cove, Huxkid, Quiksilver** and **Roxy**.

Save 40% on full-priced kids' sleepwear, socks and underwear from **Bonds, Bonds Socks, Rock Your Kid, Marquise, Huxkid, Fleur Harris, Columbine** and **Kip & Co**.

Footwear & Accessories

One Day Only: Save 15% on full-priced watches from **Tissot** and **Hamilton**

One Day Only Save 20% on full-priced women's handbags & shoes from **Chloe**.

One Day Only Save 20% on full-priced women's shoes from **Saint Laurent, Balenciaga** and **Manolo Blahnik**.

Save 20% on full-priced and already reduced styles from **Edward Meller**.

Save 30% on full-priced shoes & handbags from **Sandler, Easy Steps, Wide Steps, Ravella, Active Flex** and **Jane Debster**

Womenswear

One Day Only: Save 20% on full-priced women's fashion from **Alemais**.