

DAVID JONES

The New Destination for Menswear: *David Jones Celebrates the Relaunch of its Chadstone Menswear Floor*



PRESS RELEASE

WEDNESDAY 18 SEPTEMBER

Melbourne/Naarm, VIC – Tonight, David Jones will celebrate the re-opening of its new menswear floor at Chadstone with an exclusive event hosted by fashion stylist and commentator, **Elliot Garnaut** and a performance by ARIA award-winning singer-songwriter and Coodjinburra man, **Budjerah**.

The event will be a celebration of another significant milestone in David Jones' store optimisation and refurbishment journey, unveiling the modern, elevated fit-out and distinguished line-up of both Australian and international brands now available at its Chadstone store.

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“We are excited to unveil the enhanced menswear floor at David Jones Chadstone, a space designed to elevate men’s fashion with an unparalleled shopping experience,” said **Chris Wilson, David Jones General Manager of Menswear, Kids, Home & Food.**

“Our reimagined floor features a curated selection of the latest fashion, shoes, and accessories to cater to the diverse tastes of today’s modern man. This event signifies the beginning of a new era in men’s fashion at David Jones Chadstone and marks a pivotal step in our broader strategy of enhancing our stores. We look forward to setting a new benchmark for premium menswear shopping and extending this experience into more David Jones’ across Australia.”

Solidifying its position as the ultimate men’s fashion destination at Chadstone, the new menswear floor will offer customers access to **nine new luxury labels** including **Canali, Pal Zileri, Balmain, and Dolce&Gabbana**, alongside elevated sportswear from **C.P. Company** and signature styles from **Off-White, Ami Paris, Maison Kitsuné, and Stone Island.**

The menswear floor at David Jones Chadstone is the only place shoppers will also find premium men’s apparel, footwear and accessories at ‘The Fashion Capital’ from the likes of **Rag & Bone, Palm Angels, Manolo Blahnik, Stuart Weitzman, MM6 Maison Margiela, Church’s, Neuw, Ksubi, Frame, Boss, Crocs** and more.

The transformation of David Jones Chadstone’s menswear experience will be further enhanced by new services, including the just-launched **men’s personal styling suite.** Located on the Ground Floor, this luxurious styling service offers a world-class experience for customers seeking a wardrobe refresh or a standout fashion statement for their next event.

To book a complimentary personal styling experience at David Jones Chadstone, visit davidjones.com/services/fashion-services/styling.

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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. 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.