

# DAVID JONES

## *Luxury Beauty Brand & Homegrown Success* *Aesop Returns to David Jones*



### PRESS RELEASE

### FOR IMMEDIATE RELEASE

**Melbourne/Naarm, AUS** – Today, David Jones announced the return of iconic luxury beauty brand **Aesop** to its house of brands, as the premier retailer continues to cement its position as Australia’s home of Luxury beauty.

David Jones will launch Aesop online in August, before unveiling bespoke, immersive spaces in Chadstone Shopping Centre and Bourke Street Mall as part of the stores \$15 million beauty hall redevelopment, followed by the department stores’ Elizabeth Street Flagship.

**David Jones General Manager of Beauty, Alicia Shoolman** said it is a pleasure to welcome back Australia’s most successful homegrown beauty brand to the DJ’s family.

“Aesop is without doubt the most beautiful, iconic and successful Australian beauty brand we have ever seen, and one that our customers have continued to request, year after year,” said Shoolman. “We see a consistent level of demand for their products, with over 500 customers searching for the brand on our website each week. It is therefore a great pleasure and very proud moment to bring Aesop back home to David Jones, for all of our customers who are keen to get their hands on their exceptional products.”

Aesop has earned global recognition for its unique approach to product creation, blending botanical ingredients with advanced technology to deliver effective, luxurious skincare, body care and unique fragrances. After a brief absence, David Jones is thrilled to renew the partnership, and bring the brand to life online and in stores for its discerning shoppers seeking the best in luxury beauty.

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“Aesop are globally renowned for delivering a high-touch, sensory experience for their customers,” continued Shoolman. “We are excited to once again partner with the brand to bring their world-class products and experiences to life for the David Jones customers through both our retail and digital touchpoints.”

**Aesop Country Manager for Australia and New Zealand, Andrew Simioni** said, “Aesop is pleased to return to David Jones, a partnership that epitomises our commitment to delivering exceptional customer experiences and unparalleled products. Our collaboration allows us to bring our meticulously crafted formulations and immersive retail environments to David Jones customers. At Aesop, we believe in the power of thoughtful design and sensory engagement, and this partnership will ensure that we continue to deliver the highest standard of service and care in the industry.”

Investing in a new, re-imagined beauty experience across its stores is a cornerstone of David Jones’ strategy to deliver its customers the best in luxury beauty. Shoolman added, “We recognise the importance of evolving our beauty offering and experiences to meet the expectations of our customers. The return of Aesop signals our commitment to invest in a refreshed beauty execution that reflects our dedication to providing a truly world-class and luxurious shopping journey, like no other.”

Long celebrated for their aromatic formulations, Aesop’s full product range of skincare, body care, fragrance and home essentials will be available online at [davidjones.com](http://davidjones.com) and will expand into a growing number of stores, including its Elizabeth Street Flagship, over the coming months.

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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](http://davidjones.com) in Australia and is the oldest continuously operating department store in the world still trading under its original name.

## ABOUT AESOP

Aesop was established in Melbourne in 1987 with an objective to formulate products of the finest quality. This includes skin, body, and hair care, as well as fragrance and accessories for self and space. Through the lens of an Ethical Sourcing Policy, Aesop explores widely to source plant-based and laboratory-made ingredients and use only those with a proven record of safety and efficacy. All Aesop products are vegan, and they do not test their formulations or ingredients on animals. Aesop is proud to be Leaping Bunny approved, and to be included on PETA's cruelty-free and vegan lists. Aesop is proudly a Certified B Corporation®. Products are available at [Aesop.com](http://Aesop.com), signature stores in many major cities, department store counters, and in shared spaces around the world.