

DAVID JONES

David Jones launches Mother's Day campaign honouring 30-years of partnership with the National Breast Cancer Foundation



PRESS RELEASE

MONDAY 8 APRIL 2024

Melbourne/Naarm, VIC – David Jones today launched its Mother's Day campaign – *A Love Like No Other* – celebrating motherhood, the retailer's **30-year partnership** with the **National Breast Cancer Foundation (NBCF)** and its **Mother's Day Gift Guide**.

Starring **Friend of David Jones, Victoria Lee** alongside her mum **Jackie**, and **Vanessa Chappelow**, an **NBCF Ambassador** who has lived experience of breast cancer; the campaign is a celebration of not only mothers, but stepmothers, mothers-in-law, grandmothers, aunts, mentors, godmothers, and the unmatched love they provide.

"This Mother's Day at David Jones is a celebration of the varying, wonderful embodiments of motherhood, and the incredible impact of the National Breast Cancer Foundation on the organisation's 30th anniversary," said **David Jones CEO, Scott Fyfe**.

"With a community, team and customer network that is predominantly female, breast cancer is an issue close to many of us. It's increasingly rare to have long-term community partnerships, but

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when it does happen, it is a powerful force for positive change. Supporting the NBCF in its mission to achieve zero deaths from breast cancer over the last 30 years has been an honour.”

National Breast Cancer Foundation CEO, Cleola Anderiesz, is incredibly proud of the longevity of NBCF’s partnership with David Jones and looks forward to funding more world-class research alongside the retailer.

“As a completely community-funded organisation, our ability to continue to support game-changing breast cancer research relies on the generosity of the public and through partners such as David Jones.

“This is one of the longest standing and most extensive partnerships of its kind in Australia and receiving consistent support from David Jones has been instrumental in supporting research to progress towards our vision of zero deaths from breast cancer.”

Since the NBCF was formed in 1994, David Jones has **helped raise more than \$6.5 million** to help fight breast cancer through a range of fundraising initiatives, including its annual **Mother’s Day High Tea**.

On **Friday 10 May**, the iconic department store will once again hold this memorable event for the general public at its **Elizabeth Street Flagship**, featuring a panel of inspiring speakers including Friend of David Jones, **the Hon. Julie Bishop**, the NBCF’s **Cleola Anderiesz** and **Vanessa Chappelow**, and hosted by Whadjuk Noongar journalist, newsreader, and television presenter, **Narelda Jacobs**. Tickets are limited and can be purchased via davidjones.com with 50 percent of all proceeds donated to the NBCF.

To celebrate mum, a number of events, activations and masterclasses will also take place at selected stores. Experiences include a **Gucci Beauty Masterclass**, where customers can learn a range of makeup application tips and tricks, and a Parisian-inspired fragrance and floristry class hosted by **Chloe**, where customers can discover the art of scent layering and create their very own floral bouquet.

Shoppers can also add a special touch to their Mother’s Day gift by making it unique to her, thanks to jewellery personalisation’s from **By Charlotte** and **Jo Malone London**, who will be offering complimentary engraving services on selected products. From Thursday 9 to Sunday 12 May, gift wrapping services will also be available in stores for \$2, with all proceeds going to the NBCF.

Head to davidjones.com/stores/whats-on-and-events to find out what’s taking place at your nearest store.

David Jones remains the destination for quality gifting this Mother’s Day and finding the perfect gift for mum couldn’t be easier, with beauty must-haves from **Estee Lauder** and **Lancome**, statement fashion from **Aje** and **PE Nation**, and essential homewares from **Glasshouse**, **Frank Green** and **Dyson** available to shop at davidjones.com or in one of its 41 locations across Australia and New Zealand.

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For further information or imagery, please contact:

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ABOUT DAVID JONES

The iconic department store, David Jones, is Australasia's leading premium retailer and 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 (Australia only) and is the oldest continuously operating department store in the world still trading under its original name.

ABOUT NATIONAL BREAST CANCER FOUNDATION

The National Breast Cancer Foundation (NBCF) is Australia's leading not-for-profit organisation funding world-class breast cancer research towards its vision of Zero Deaths from breast cancer. Since its inception in 1994, NBCF has invested over \$200 million into more than 600 world-class research projects across Australia. In this time, death rates from breast cancer in Australia have improved by over 40 percent.