

# DAVID JONES

## SKIMS LAUNCHES TWO NEW BRA COLLECTIONS EXCLUSIVE TO DAVID JONES

MEDIA RELEASE

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**Melbourne/Naarm, VIC** – David Jones is excited to announce the launch of two new bra collections in-stores and online from Kim Kardashian’s best-selling solutions-oriented brand, SKIMS.

As the only Australian retailer to carry the brand, **General Manager of Womenswear, Footwear and Accessories at David Jones, Bridget Veals** is delighted to finally share that devoted SKIMS customers can now shop from its highly coveted bra range.

“SKIMS has grown to become one of the biggest brands in the underwear, loungewear, and shapewear category. We’re thrilled to be expanding the SKIMS range at David Jones with two new collections of bras – *Fits Everybody* and *Wireless Form*.”

True to its name, the *Fits Everybody* collection is inclusive, versatile, and effortless and offers four silhouettes to choose from – strapless, unlined, t-shirt, and push-up – which are all intended to fit like second skin. While the *Wireless Form* collection features two styles of innovative bras – t-shirt and push-up plunge – designed for next-level flattering support and shape, with none of the wires.

A major selling point of the brand, both collections will also be available in SKIMS’ inclusive colour range, including its signature skin and earth tones – sand, clay, sienna, and onyx – with sizes ranging from 10A to 16DD.

“Since SKIMS made its Australian online and bricks and mortar debut in David Jones in 2021, the brand has been on an upward trajectory with no sign of slowing,” Veals continued.

“We’re incredibly proud to be the exclusive stockist of SKIMS in Australia and as the brand continues to expand into new categories, we look forward to bringing SKIMS’ new offerings and premium products to the David Jones customer.”

The *Fits Everybody* and *Wireless Form* collections are now available online at [davidjones.com](https://davidjones.com) and in select stores, with more exciting collections to come.

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For further information, interviews or imagery, please contact:

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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.

## **ABOUT SKIMS**

SKIMS is a solutions-oriented brand creating the next generation of underwear, loungewear, and shapewear. Founded by Kim Kardashian in 2019, SKIMS are setting new standards by providing solutions for everybody. From technically constructed shapewear that enhances your curves to underwear that stretches to twice its size, our goal is to consistently innovate on the past and advance our industry for the future.