



## **DAVID JONES SECURES ICONIC AUSTRALIAN FASHION BRAND, CARLA ZAMPATTI, EXCLUSIVELY**

David Jones Limited (DJS) today announced that it has entered into a '**Department Store Exclusive Brand Agreement**' with Carla Zampatti, one of Australia's most pre-eminent fashion brands. The agreement provides that both the Carla Zampatti and Bianca Spender brands will become department store exclusive to David Jones.

Carla Zampatti AC is one of Australia's most successful and best-known figures in fashion. She started her fashion brand in 1965 and has since grown the business dramatically. Carla's contribution to the fashion industry has been recognised with a number of Australian and international awards for achievement and excellence. In 2008 she was awarded the Australian Fashion Laureate, the highest award honoured in the Australian fashion industry, polled by members of the fashion industry and an initiative of the New South Wales Government and IMG Fashion.

Carla has also been awarded Australian Designer of the Year (1994), Bulletin/Qantas Businesswoman of the Year and was honoured by Australia Post and named a '2005 Australia Post Australian Legend'. In 2004 the Italian Government appointed Carla, 'Commendatore (Commander) in the Order of Merit of the Italian Republic'. Already a Member of the Order of Australia, Carla was appointed Companion of the Order of Australia (AC) as part of The Queen's Birthday Honours in June 2009. This honour recognises Carla's contributions to fashion and business.

Today the Carla Zampatti brand and the younger Bianca Spender fashion brands are available in 15 stand-alone stores throughout Australia as well as through department stores Myer and David Jones.

**Both the Carla Zampatti and Bianca Spender brands will exit all Myer stores and become department store exclusive to David Jones as from Autumn/Winter 2010.**

Carla Zampatti AC said, "Having been in the fashion industry for more than 40 years and having had a presence in both David Jones and Myer for many years, this is not a decision I have taken lightly. However, over the last few years we have experienced a great deal of success in our David Jones stores, and this exclusivity agreement fits with our strategy of growth.

"David Jones has become a fashion destination within the Australian market. It offers the best national and international brands under one roof, it is committed to fashion retailing, it understands brands and has the management experience and track record of working with both Australian and international brands. I believe David Jones and its successful 'Home of Brands' strategy is best suited for the growth of the Carla Zampatti and Bianca Spender brands," Ms Zampatti said.

Designer Bianca Spender agreed saying, "As our two brands are so distinct, it's important our department store partner recognises and cultivates these differences. David Jones has given us the opportunity to further develop the Bianca Spender brand with dedicated spaces. This commitment, coupled with the natural fit between our brands, has us excited about the new growth potential."

## **DAVID JONES**

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David Jones Group General Manager for Apparel, Cosmetics, Accessories & Footwear, Colette Garnsey said, "We are delighted with Carla Zampatti's and Bianca Spender's decision to become department store exclusive to David Jones as from the launch of our Autumn/Winter 2010 collections in February 2010. Their decision to join David Jones on a department store exclusive basis is testament to the appeal and success of David Jones' strategy to be the destination for the best national and international brands.

"Over the past five years the Carla Zampatti brand has grown by 30% within our stores and the Bianca Spender brand was added to our suite of brands in 2008. We believe that when these brands become department store exclusive to us there is enormous scope to continue to grow the brands further," Ms Garnsey said.

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