



## STAGE ONE OF NEW DAVID JONES FLAGSHIP BOURKE ST STORE UNVEILED IN TIME FOR CHRISTMAS

David Jones Limited (DJS) today announced that Stage One of its new flagship Bourke Street CBD store will **open on 28 November 2009**. The new store will bring to the people of Melbourne a **world-class department store** on par with international peers such as Selfridges in London and Bloomingdales in New York.

David Jones also announced today that **746 iconic brands** would be available on a **department store exclusive basis** at its new Bourke Street Melbourne CBD store. The 746 department store exclusive brands will be part of a portfolio of **more than 1850 brands** that will be available at the Bourke Street store and will include **80 new Australian and international brands not previously available**.

David Jones CEO Mark McInnes said "We are very excited about the opening of Stage One of our new flagship Bourke Street store in late November 2009 in time for Christmas trading. Our new store will encapsulate the three key components of department store trading excellence, namely:

1. The **best range of national and international brands** with something for everyone to suit all budgets. Most importantly 746 brands in our store will be department store exclusive to David Jones and 80 brands will be new brands not previously available;
2. **Customer service excellence**. Our Bourke Street store has served the people of Melbourne since 1854. We have a proud heritage of retail service in Melbourne through Buckley and Nunn and are now delighted to continue this tradition with our new Bourke Street CBD flagship store. We have employed an **additional 459 staff** as part of the Stage One opening and in preparation for Christmas trading. We will employ further staff upon completion of the new Bourke Street CBD store next year; and
3. A **new, contemporary store ambience** featuring a world class design giving customers the convenience of being able to access more brands in a bigger, 'easier-to-shop-in' space.

"The timing of the opening of Stage One of our new Bourke Street store will cement our position as the leading Christmas gift giving retail destination in Melbourne. Not only will it bring to Melbourne an unprecedented portfolio of department store exclusive brands but also an additional 30% selling space compared to this time last year, in a brand new contemporary environment," Mr McInnes said.

David Jones Group General Manager of Apparel, Cosmetics & Accessories Colette Garnsey said, "We are delighted to have secured 746 exclusive brands including 80 new brands not previously available, in our Bourke Street flagship store. Our ability to do this demonstrates that brands (both locally and internationally) understand and appreciate our Company's positioning as the "Home of Brands" within the Australian market and further differentiates our offering from that of our competitors."

**DAVID JONES**



The unveiling of Stage One of the new David Jones Bourke Street CBD store on 28 November 2009 will deliver:

**MELBOURNE'S BEST FOOTWEAR DESTINATION FOR WOMEN:** Stage One of the David Jones Bourke Street redevelopment will include a **166% increase in floor space** in the Women's Shoe Department and **more than 100 brands of women's shoes** including favourite brands such as Milana, Midas, Bloch, Crocs and new footwear brand Mimco on a department store exclusive basis. These brands will join department store exclusive international footwear brands such as Christian Louboutin, YSL, Chloé, Bally and Jimmy Choo, which will at the completion of Stage Two be housed in concept fit-outs as part of a new luxury Designer Wing.

**AUSTRALIA'S MOST DESIRABLE NEW ACCESSORIES HALL:** The new Accessories Hall will feature Australia's most loved Accessories brands on a department store exclusive basis including Mimco, Orotan, Longchamp, Juicy Couture and Lucky, as well as popular watch brands such as Longines, Skagen and Toy Watch. Also included in the new Accessories Hall will be a brand new department store exclusive international "Designer Avenue", housing concept stores from iconic luxury brands - Fendi, Dior, Marc Jacobs, Coach, Burberry, Tods, Chloe and Miu Miu.

**A NEW WORLD CLASS COSMETICS HALL:** The new Cosmetics Hall will have more selling space and will include new department store exclusive services such as an Aveda Hair Salon, OPI Nail Bar, Tom Ford fragrance counter and a Dermalogica Beauty Room, all of which will join department store exclusive brands such as Shu Uemura, Napoleon Perdis, ModelCo, Ella Bache, Jo Malone, La Mer, La Prairie, Ultraceuticals, Molton Brown and Sisley.

**A NEW INTIMATE APPAREL FLOOR:** Stage One of the Bourke Street CBD store redevelopment will include a brand new Intimate Apparel floor with **81% more selling space** and a greater range of department store exclusive brands that customers want, such as Peter Alexander, Esprit, Orotan, Princess Tam Tam, Spanx, Trinny & Susannah and Simone Pérèle.

**THREE NEW FLOORS OF THE GREATEST RANGE OF MENSWEAR & MEN'S ACCESSORIES IN THE CITY:** On 28 November 2009 David Jones will be unveiling three new floors of Menswear and Men's Accessories. **Total selling space devoted to Menswear will increase by 77%** and more than **25 new brands** will be introduced to the existing suite of Menswear and Men's Accessory brands.

Importantly the new Menswear and Men's Accessories ground floor will have **direct access to Bourke Street Mall** making David Jones the only department store offering shoppers the convenience of direct access from the Mall to its Menswear departments, with the added benefit of the best and broadest range of brands all under one roof.

The new Menswear and Men's Accessory Floors will be comprised as follows:

**The Ground Floor** will provide customers with a diverse range of business shirts from department store exclusive brands such as Herringbone, Baubridge & Kay, Geoffrey Beene, Nigel Lincoln and Abelard, as well as smart casual wear including new fit outs from department store exclusive brands such as Calibre and Saba along with new men's accessory concept areas from Orotan, Hugo Boss, Bally and Paul Smith London.

**Level One** will become Melbourne's leading directional youth brand destination and will include department store exclusive brand fit outs from Industrie, Ksubi, Zanerobe, Scotch & Soda, Nudie, FCUK and Diesel.

**Level Two** will house Melbourne's broadest range of Careerwear and Business suits for men. The floor space has been extended to include new department store exclusive branded fit outs from Canali, Simon Carter, Anthony Squires, Baubridge & Kay, Ted Baker, Ermenegildo Zegna, Z Zegna and Paul Smith London.

**DAVID JONES**

David Jones Limited A.C.N. 000 074 573  
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**MELBOURNE CBD's ONLY FOODHALL:** In the tradition of the Harrods Foodhall, David Jones' redeveloped Bourke Street flagship store will include Melbourne's only CBD Foodhall, catering to Melbourne's positioning as the gastronomic capital of Australia.

**ACCESS NOW OPEN BETWEEN OUR WOMENSWEAR & HOMEWARES STORES:** To facilitate the ease and convenience of shopping at David Jones the new Bourke Street unveiling on 28 November will open Little Bourke Street access between the Womenswear and Homewares stores. The Homewares store will contain a broad range of contemporary Manchester brands such as Yves Delorme, Ralph Lauren and Calvin Klein. New brands Michael Aram, Limoges and kikki.K will join existing favourites Kate Spade and Georg Jensen.

**VISION FOR DAVID JONES NEW NATIONAL FLAGSHIP STORE**

Mr McInnes said, "**Completion of the final stage (Stage Two) of our new Bourke Street store** is planned for **mid 2010** and will deliver to the people of Melbourne, a pre-eminent department store on par with the world's best, housing the broadest and best range of national and international brands all under one roof with direct access to Bourke Street Mall.

"The completed new store will feature:

- A larger Cosmetics and Accessories Hall;
- A brand new Womenswear store with three new floors of the best women's fashion;
- A brand new Homewares floor;
- A brand new Home Electronics floor;
- A brand new Childrenswear floor; and
- The first grand escalator atrium that our flagship Bourke Street CBD store has ever had. The escalator atrium will be centrally located and connect all floors and provide customers with a more convenient and pleasant shopping experience.

"Our Company has tremendous growth opportunity in the Melbourne metropolitan market. The opening of Stage One of our new flagship Bourke Street CBD store is testament to this. We have invested millions of dollars and engaged more than 2,000 construction workers to provide the people of Melbourne with the best gift giving destination (with something for everyone) in time for Christmas 2009," Mr McInnes said.

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