



DAVID JONES UNVEILS BRISBANE'S WORLD CLASS SHOPPING DESTINATION The Store, The Brands, The Service, The Destination

MEDIA RELEASE

January, 2008

David Jones Brisbane flagship store QueensPlaza will deliver to the people of Brisbane a world-class retail experience when it opens its doors on 10 February 2008.

David Jones QueensPlaza will not only become Queensland's premier shopping destination but it will be the best department store in Australia, on par with internationally renowned retailers such as Selfridges, Bloomingdales and Saks Fifth Avenue. Proud to showcase an unrivalled line up of the best Australian and international brands in a single retail environment, QueensPlaza will cement David Jones' position as Australia's leading department store.

As the oldest department store in the world still trading under its original name, David Jones has a longstanding heritage in the Brisbane market. The landmark building Finney Isles began serving the people of Brisbane in 1909. The 1955 purchase by David Jones took place at a time when many smaller retail organisations in Australia were merging or being taken over by larger groups. Between 1965 and 1967 the building was re-badged as David Jones.

When David Jones officially opens its doors to the people of Brisbane on February 10 2008, the completed David Jones QueensPlaza store will be double the floor space of the temporary location. The 26,000msq store will be home to an esteemed local and international brand portfolio of apparel, cosmetics, accessories, childrenswear and homewares.

David Jones Chief Executive Officer, Mark McInnes said "The Queensland market is integral to David Jones' growth strategy. The refurbishment of QueensPlaza and our recent expansion to Chermside cements our position as a market leader and furthers our commitment to the people of Brisbane".

"We have worked closely with our local and international brand partners to ensure we deliver a brand portfolio that represents the latest, most innovative and most desirable range of products across every category throughout the entire store. This includes the introduction of more than 200 branded installations from market leaders and the introduction of many high-profile and desired brands on a department store exclusive basis" , Mr McInnes concluded.

David Jones QueensPlaza inspired by examples of international department store designs such as Selfridges, Saks Fifth Avenue and Galleries Lafayette has combined the unique heritage features of the landmark Queen St Mall building such as the art deco inspired lift facades and pressed metal and VJ ceilings whilst introducing over 200 state-of-the-art, innovative concept spaces. Thereby creating a unique shopping experience for all of Brisbane to enjoy.

DAVID JONES



BEAUTY

For the first time in Brisbane, the complete range of brands from the ESTÉE LAUDER GROUP will be located under the one roof, including the arrival of M.A.C, JO MALONE, TOM FORD and ORIGINS. These leading brands will receive their own in-store concept areas, along with other brand installations from KIEHLS, MODELCO and MOLTON BROWN, LA PRAIRIE, NAPOLEON PERDIS, GIORGIO ARMANI COSMETICS, CHANEL, AESOP, ULTRACEUTICALS, CLARINS, CHRISTIAN DIOR and many more.

ACCESSORIES

The refurbishment will also unveil the most desired accessory brands from Australia and around the globe. Including watches from RAYMOND WEIL, LONGINES and TISSOT, sunglasses from CHANEL, PRADA, MICHAEL KORS and MIU MIU. Hand bags from OROTON and MIMCO will be joined by world-renowned names CHLOE, MULBERRY, CHRISTIAN LOUBOUTIN, CHRISTIAN DIOR and YSL to name just a few.

Building on an established foundation as Australia's leading fashion retailer, David Jones is delighted to introduce to Brisbane an exclusive, first in Australia, CHLOE boutique. Joining CHLOE in their own individual instore boutique are international luxury giants BULGARI, BURBERRY and TOD'S. This is the first time in Queensland that these boutiques will be available, with the only other TOD'S instore boutique housed at David Jones Bourke Street Mall in Melbourne.

APPAREL

David Jones QueensPlaza will deliver over 90 unique branded concepts of leading men's and women's apparel. Renowned Australian brands SASS & BIDE, KIRRILY JOHNSTON, WITCHERY and ZIMMERMANN join international labels FCUK, NAUTICA, BEN SHERMAN and NUDIE. Luxury brands ESCADA, ERMENEGILDO ZEGNA, and ARMANI COLLEZIONI will also be represented on Level One and Two of David Jones QueensPlaza. The youth fashion section will feature custom coloured Florence Broadhurst wallpaper and specially commissioned, hand-painted stenciling wall treatments. Innovative in store concept spaces and unique design features combined with trained, professional staff will ensure customers of all ages visiting David Jones QueensPlaza are treated to a world-class shopping experience.

HOMEWARES

Providing ideas and furniture combinations that offer everyone the opportunity to furnish their home according to their individual style David Jones continues to pride itself on its stellar selection of new and exclusive homewares, furniture, home entertainment and small appliance brands. David Jones QueensPlaza delivers to the people of Brisbane leading furniture brands including NATUZZI, FANULI, MORAN and SEALY. Home entertainment from APPLE, SONY and BOSE and homewares and manchester from leading brands such as KATE SPADE, DONNA HAY, GEORG JENSEN, ALESSI, KITCHEN AID, RALPH LAUREN, YVES DE LORME and SHERIDAN.

David Jones invites customers to commemorate this auspicious occasion on Sunday 10 February. Customers of all ages can visit David Jones QueensPlaza to join in the celebrations.

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For further information please contact:

Ann-Maree Kelly
David Jones
Publicity Manager
P: 02 9266 5064
M: 0402 412 121
E: amkelly@davidjones.com.au

Amber Byrnes
David Jones
Senior Publicist
P: 02 9266 5014
M: 0413 043 464
E: abyrnes@davidjones.com.au

Caitlin O'Loan
Cocom
Publicity Consultant
P: 07 3371 5737
M: 0407028 177
E: cocom@bigpond.net.au

DAVID JONES