



For Immediate Distribution

24 July 2008

DAVID JONES ADDS 50 NEW ICONIC BRANDS TO ITS PORTFOLIO ON A DEPARTMENT STORE EXCLUSIVE BASIS

David Jones Limited (DJS) today announced that it has entered into long term, department store exclusive supply agreements with 50 new, iconic brands and designers (across all key categories) which it will add to its existing, extensive Brand Portfolio. The new brands complement the Company's existing portfolio and encapsulate David Jones' core values of fashionability and accessibility.

New brands and newly exclusive brands that will be introduced into David Jones stores over the next few months include:

WOMENSWEAR

- **Jets Swimwear (Newly Exclusive):** This premier and popular Australian fashion swimwear brand has exited David Jones' major competitor and has partnered on a department exclusive basis with David Jones. Over the next few months "Jets Concept Stores" will be built within David Jones' key CBD stores.
- **Speedo Swimwear (Newly Exclusive):** This iconic Australian brand has exited David Jones' major competitor and has partnered on a department store exclusive basis with David Jones. Over the next few months "Speedo Concept Stores" will be built within David Jones' key CBD stores.
- **Hotel Bondi Swim (New & Exclusive):** This cult designer swimwear brand was the toast of Australian Fashion Week earlier this year and has been embraced by the US market.
- **Gorman (New & Exclusive):** Established in Melbourne in 1999 by designer Lisa Gorman, Gorman is a fresh, modern womenswear label renowned for its soft fabrics and pretty prints which have garnered a cult following in Australia and overseas. Gorman has exited David Jones' major competitor and partnered on a department store exclusive basis with David Jones.
- **YSL (New & Exclusive):** Iconic French high fashion brand YSL is worn by the world's most beautiful women and aspired to by all. It is one of the most highly regarded and prestigious international fashion brands in the world. YSL has entered into a department store exclusive partnership with David Jones.
- **See by Chloe and Philosophy by Alberta Ferretti (New & Exclusive):** Both Chloe and Alberta Ferretti are two significant international import fashion brands available globally at only the best retail outlets. Both of these brands have exited from David Jones' major competitor and entered into a department store exclusive partnership with David Jones.
- **Woodford & Co (New & Exclusive):** Woodford & Co is a cutting edge fashion brand, regarded as one of the "hottest brands" in the Australian fashion industry.

COSMETICS

- **Shu Uemura (New & Exclusive):** The world renowned Japanese inspired, make-up and skincare brand stocked in the most prestigious department stores around the world including Harvey Nichols, Liberty, Galeries la Fayette, Bon Marche, Neiman Marcus, Odakyu and Takashimaya. The new Shu Uemura counters in David Jones stores will feature "Tokyo Lash Bars" where customers can choose from over 40 amazing lashes and have them fitted by staff in store.
- **Thierry Mugler Beauty (New & Exclusive):** Founded by internationally acclaimed French designer Thierry Mugler, the range has been crafted to play with light and shadow to "transform the face".

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- **Korner Skincare (New & Exclusive):** Founded by Rebecca Korner, the granddaughter of skincare and beauty visionary Madame Korner, the range features a revolutionary system of biotechnically advanced products using rare and precious plants, marine and mineral extracts from around the world.

MENSWEAR

- **Canali (New & Exclusive):** Canali is one of the biggest mens suit brands in the world. It is stocked in the best international department stores including Bloomingdales, Saks 5th Avenue, Selfridges and Neiman Marcus and has entered into a long-term partnership with David Jones for distribution of its menswear exclusively in Australia. Founded by Italian brothers Giovanni and Giacomo Canali in their tailoring workshop in 1934, Canali specialises in luxury suits and fine menswear manufactured to the highest quality. In its third generation today, Canali continues to ensure that each garment is tailor made and 100% produced in Italy for customers in more than 80 countries around the world.
- **American Apparel (New & Exclusive):** American Apparel is the largest clothing manufacturer in the United States. Founded by Dov Charney, one of America's leading fashion and business innovators, the brand encapsulates the quintessential American style of soft cotton-blend hoodies, leggings and t-shirts. The high quality, USA made garments coupled with the brand's progressive business practices and provocative advertising campaigns have made it a success story around the world.
- **Scotch & Soda (Newly Exclusive & New Concept Store Roll-out in 2009):** Having grafted a powerful position on the international fashion scene from its Amsterdam headquarters, Scotch & Soda is renowned for its creativity, individuality and "fusion" fashion. The rebellious, underground brand creates affordable streetwear designs for men and over the last 20 years has expanded its operations to include 4,000 points of sale in 29 countries including world class department stores such as Nordstroms, Fred Segal, House of Fraser and Harvey Nichols.
- **Zane Robe (Renewed Exclusively):** Stocked in all major international department stores such as Saks 5th Avenue, Bloomingdales, Selfridges, Barneys, Fred Segal and Nordstrom, Australian label Zane Robe has (since its inception in 2002) firmly established itself as one of the most formidable streetwear brands available today. Described as a "street and vintage sportswear brand", Zane Robe's simple and relaxed designs appeal to customers who prescribe to a laid-back quintessentially Australian lifestyle. Over the next few months "Zane Robe Concept Stores" will be built within key David Jones stores.
- **Energie (New & Exclusive):** Synonymous with young, trendy wear, Energie is a denim-inspired Italian sportswear line that mixes vintage styling with artistic inspiration. Representing a clearly defined lifestyle that places considerable value in free expression and non-conformity, Energie's fashion forward European style and great fit have made it an international success story.

ACCESSORIES & FOOTWEAR

- **Witchery Sunglasses (New & Exclusive):** One of Australia's most popular brands, Witchery is best recognised for its high quality and exceptional design at affordable prices. Witchery's successful line of women's apparel has been complemented by its shoe, accessory and eyewear ranges. Customers have learnt to rely on Witchery to deliver essential basic pieces as well as directional fashion that reflects 'the look' of the season.
- **Cole Haan (New & Exclusive):** Cole Haan is a premium American luxury brand of women's accessories found in leading department stores such as Bloomingdales and Saks 5th Avenue. A dynamic luxury brand, Cole Haan defines the ultimate in artisan quality detail. It encapsulates chic, on-trend leather handbags and wallets all featuring a unique and eclectic style.
- **Bottega Veneta (New & Exclusive):** Bottega Veneta is a highly regarded global brand renowned for its leather goods. All Bottega Veneta products are handcrafted in Italy and typically boast clean lines and the softest leather fashion in a classic palette of colours. Currently available in international department stores such as Harvey Nichols and Neiman Marcus.

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- **Hogan (New & Exclusive):** Hogan is a lifestyle footwear brand distinctively designed for people who appreciate luxury associated with product excellence, innovative design and consummate practicality. Made in Italy the brand is sold throughout 48 Hogan boutiques internationally and at Neiman Marcus.

CHILDRENSWEAR

- **Fred Bare (Newly Exclusive):** Fred Bare is Australia's leading children's fashion brand. It has exited David Jones' major competitor and partnered with David Jones on a department store exclusive basis. The Fred Bare brand was launched in 1992. It has a strong focus on stylish fashion forward children's apparel and has established itself as a fashion market leader in the childrenswear segment. Each season the range consists of 200 pieces for children up to the age of 12 years. All garments are designed in Australia and encapsulate the latest trends in styling, fabrics and detailing.

HOMEWARES & FOOD

- **Harrods Gourmet Foods (New & Exclusive):** For the first time ever in Australia, David Jones has brought the much-loved Harrods brand to this country for customers to enjoy. Harrods has been London's premier retail outlet for over 155 years. The Harrods branded Gourmet Foods line retains the fundamental ethic of selling quality merchandise and capitalises on the world famous Harrod's brand.
- **Barbara Barry (New & Exclusive):** Barbara Barry is a leading furniture designer who has partnered with iconic brand Wedgwood to create modern, classic homewares. Barbara Barry Homewares are available in international department stores such as Bloomingdales, Harrods, Selfridges, Liberty, House of Fraser and now in Australia through David Jones on a department store exclusive basis.

These new brands join a range of other exclusive brands such as Mimco, Oroton, Alannah Hill, Herringbone, Baubridge & Kay, La Prairie, Sisley, Napoleon Perdis, Ultraceuticals, Molton Brown, La Mer, ModelCo, Jo Malone and Tom Ford Beauty, all of which have recently renewed their long term department store exclusive agreements with David Jones.

David Jones CEO Mr Mark McInnes said, "These 50 new brands reinforce our Company's standing as the "Home of Brands" within the Australian market and further differentiate our offering from that of our competitors.

"Many of these brands (which include Shu Uemura, Thierry Mugler Beauty, Canali, YSL, See by Chloe, Philosophy by Alberta Ferretti, Harrods, Diesel Gold, American Apparel, Speedo, Scotch & Soda, Zane Robe and Energie) are outstanding successes and are available in the world's best department stores including Selfridges, Nordstrom, Bloomingdales, Neiman Marcus and now David Jones.

"Currently around 50% of our Company's core apparel and accessories categories, are department store exclusive to David Jones (both in terms of number of brands and sales volume). This is an integral part of our business model and enables us to compete on factors other than price by attracting customers through the provision of the broadest range of the best national and international brands, within a unique, world class shopping environment," Mr McInnes said.

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ASX AND MEDIA RELEASE

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The 50 new brands announced today are the result of an extensive 12 month review by management of the performance of all existing brands in the Company's portfolio and an analysis of how to maximise returns per square metre of selling floor space. As a result of this review the Company has decided to:

1. allow the department store exclusivity on a few brands to lapse and allocate less floor space to them; and
2. reallocate space to exclusive new brands with strong performance track records and higher margins.

Mr McInnes said, "The signing of 50 new, iconic brands, on a department store exclusive basis, is consistent with our Company's Strategic Plan announced in March 2008. It enables us to generate value and sustainably improve our gross profit margins through our category and brand mix as well as through our negotiated terms of trade.

"Most importantly however, our announcement today signifies the trust that these brands and designers have in partnering with David Jones on a long-term and exclusive basis. Our Company has a track record of respecting brands and representing them in a manner that is consistent with their brand philosophy," Mr McInnes said.

ENDS

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(NOTE: All references to exclusivity relate to department store exclusivity in Australia)

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