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DAVID JONES ANNOUNCES NEW BRAND CAMPAIGN & INTRODUCES 60 NEW EXCITING BRANDS

David Jones Limited (DJS) today announced that it is launching a new brand campaign for Spring/Summer 2011 and introducing 60 exciting new brands and brand extensions (set out in Annexure A) into its business, the vast majority of which are department store exclusive to the Company.

The new brand campaign titled "WAS. IS. ALWAYS. DAVID JONES" is an extension of the Company's "Home of Brands" strategy and its position as the premier department store in Australia. In other words, David Jones:

Was like no other.

Is like no other.

Always will be like no other store.

The campaign shot in Palm Springs is designed to entice consumers with freshness and newness. The campaign also includes footage from the best of David Jones' archives, which leverages David Jones' heritage and positioning as the fashion authority in Australian retailing.

To support the new campaign and to further enhance David Jones' world class brand portfolio, the Company is introducing 60 new brands into its business. These brands are a combination of Australian and international designers and brands across the Company's most popular categories and are in addition to the 30 new brands announced by David Jones in January 2011.

David Jones CEO Paul Zahra said, "Our focus is on introducing freshness and newness into our business. Given current consumer sentiment, this season is the perfect time to inspire customers to shop with us by investing in our brand and our brand portfolio.

"Australian consumers are fashion savvy and online technology has enabled greater and faster brand awareness. This is a great opportunity for us to reinforce David Jones' position as Australia's fashion authority through our new brand campaign and by continually updating our brand portfolio to ensure we offer the best national and international brands. I am pleased to report that we have introduced 90 new and exciting brands into our business this year alone," Mr Zahra said.

The new brand campaign and the 60 new brands announced today coincide with David Jones' Spring/Summer 2011 Collections launch next Wednesday 3 August which sees the return of Miranda Kerr on the runway and features the trends, colours and styles for the new season.

David Jones Group Executive Fashion and Beauty Sacha Laing said, "The new brands announced today are particularly exciting because they range across our most popular categories and will collectively appeal to a broad spectrum of our customers.

"We will launch iconic **international brands** Lanvin, Dries Van Noten, Hugo Boss Women, Hackett London, GUCCI jewellery, YSL jewellery and new international designer brands such as Victoria Beckham, Lucy in Disguise by Lilly Allen and Kardashians Collection.

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We are also launching premium **Australian designer brands** such as Lover, Bassike, Carl Kapp, Flannel, Little Joe, Megan Park, Rachel Ruddick, Lucette and other notable **Australian brands such as** Dosh, Cheddar Pocket, Status Anxiety and Curtis Stone Cookware," Mr Laing said.

These exciting new brands will start being available in store from 1 August 2011. The new brand campaign will be unveiled at David Jones' Spring Summer 2011 Fashion launch on 3 August. The campaign will then launch across the month in print, online and outdoor media.

Exclusive behind the scenes footage of the new season fashion shoot featuring Miranda Kerr in many iconic Palm Spring locations will be available to view on the David Jones' facebook page facebook.com/davidjonestore from 4 August 2011.

ENDS

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ANNEXURE A: NEW BRANDS & BRAND EXTENSIONS

WOMENSWEAR

AG-Adriano Goldschmied – A premium women's denim range stemming from California, AG creates jeans with a genuine vintage appeal whilst maintaining modern silhouettes.

Alex Perry Executive – The Australian designer's new women's careerwear range comprises of structured and sophisticated tailoring taking the career women from day to evening.

Bassike – Created in 2006, Australian designer womenswear brand Bassike's philosophy is about creating quality wardrobe essentials that combine sustainable fabrics with timeless style & longevity.

Carl Kapp – With a love of natural fibres like silk, wool and cashmere, Carl Kapp's womenswear designs are a hybrid of colour, texture & detail that play with both masculine and feminine silhouettes.

COOP – The women's youth brand from New Zealand designer, Trelise Cooper features whimsical prints and soft tailoring.

Dion Lee 2 – The Australian designer's diffusion line is comprised of women's staples such as shirts and perfectly cut pants, all with Lee's signature precision tailoring.

Dries Van Noten – The iconic womenswear brand produces the most exciting prints in separates and dresses, representing the most modern approach to fashion forward dressing.

Flannel – Designer Kristy Lawrence's ethos is all about effortless elegance and organic luxury. Her womenswear range consists of easy pieces with a vintage twist.

Hartford Grove – Quality tailoring for a contemporary woman.

Hot Milk – New Zealand based brand creating luxurious maternity and nursing lingerie.

Hugo Boss Womenswear – Structured and sophisticated womenswear pieces that are characterized by clean lines and minimalist design, perfect for urban living and working.

Little Joe – Launched by supermodel Gail Elliott, it has become a go-to brand for women wanting beautiful bohemian pieces in luxurious fabrics and sophisticated designs.

Lover – In ten years, Lover has established womenswear with a cult following with their feminine designs, quirky detailing and unique reference to pop culture.

Lucy in Disguise by Lily Allen – Vintage inspired womenswear collection by musician, Lily Allen.

Made in Heaven – The established British women's brand now has a strong allegiance of fans worldwide who praise the cut and fabric of their denim jeans.

Megan Park – Megan Park's womenswear pieces exude femininity with hand dyed fabrics and embroidery mixed with modern day cuts to create timeless pieces.

Motel – UK based women's clothing brand comprising of retro inspired pieces and quirky prints.

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Nautica – Introduction of womenswear from the long-standing lifestyle brand with global appeal and functional apparel.

Not Your Daughters Jeans – The original ‘tummy tuck’ jeans hailing from Australia; designed to lift the butt and flatten the tummy for women.

PRL Blue – All American brand comprising of classic pieces with a modern twist for women.

Stitches – An Australian womenswear brand, producing quality separates for a classic customer.

Trossart – Having spent over 20 years producing clothing for high end Australian brands, Trossart are now focusing on their own line of perfectly made womenswear collections that know no age.

Victoria Beckham – The Victoria Beckham brand has firmly cemented itself as a leader in sophisticated womenswear with its sharp tailoring and structured silhouettes. The successful designer has now branched into sunglasses and handbags that have the same sophisticated and timeless appeal.

MENSWEAR

Bassike – Created in 2006, Australian designer menswear brand Bassike’s philosophy is about creating quality wardrobe essentials that combine sustainable fabrics with timeless style and longevity.

Hackett London – A Classic British menswear brand with a suitably preppy flavour.

MJ Bale Suiting – Exquisitely tailored men’s suits made using time-honoured techniques to ensure longevity of the garments.

Tommy Hilfiger Denim – American designer Tommy Hilfiger produces perfect men’s jeans in an array of cuts to suit any man.

BEAUTY

Bottega Veneta Fragrance – The legacy brand launches their first women’s fragrance with Coty Inc, to complement the rustically minimal brand’s aesthetic. The scent is described as a leathery, floral chypre, and was inspired by an old house in the beautiful countryside in the Veneto region of Italy with rolling green hills.

Burberry Beauty – The classic British brand makes its foray into cosmetics by creating quality product in luxurious packaging and finished with the signature Burberry branding. (Make up only – Exclusive).

Creed – The centuries old perfumery from France specialises in natural essences to maintain superior quality of fragrance. (Fragrance only – Exclusive).

Tom Ford Beauty – The esteemed designer will launch his first full colour cosmetics collection; complete with beauty pieces and skin care.

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ACCESSORIES

Aliss & Ena – High embellished jewellery with a distinctively feminine feel.

Belle Noel – Kim Kardashian and Pascal Mouawad have collaborated to create a trend-based jewellery line at affordable prices.

Calvin Klein Jewellery – A distinctive and modern jewellery line that features clean lines and surfaces for a wonderfully simple design aesthetic.

Cheddar Pocket – Created by two Sydney designers, the range includes simple leather menswear goods in an array of colours.

Dosh – Designed and manufactured in Sydney, Dosh design unique men's wallets that combine flexible and semi-flexible polymer, which are perfect for the outdoor Australian lifestyle.

Dries Van Noten – The iconic accessories brand.

Duchamp Accessories – A vibrant, superior line of mens cufflinks including classic pieces with a contemporary twist.

Fossil – A series of durable and functional handbags with a modern feel. (Not Exclusive).

GUCCI Jewellery – A selection of timeless investment pieces and fashion jewellery, with classic GUCCI iconography.

Hackett London – A Classic British men's accessories brand with a suitably preppy flavour.

Jack London Sunglasses – Effortlessly cool eyewear with classic British influence.

Jac & Jack Sunglasses – Simple and modern eyewear in shapes to suit all faces.

Kardashian Kollektion – Created by reality stars, Kim, Khloe and Kourtney Kardashian, their handbag collection will focus on on-trend pieces at affordable prices.

Lanvin – Hailing from France, Lanvin produce highly coveted women's and men's accessories range from heels to flats in silks and leather of all shades.

Lucette – The first collection of women's accessories from the Australian brand focuses on equestrian-inspired pieces from bags to shoes.

Manhattan Portage – A New York based company specialising in practical menswear messenger bags that have become instant classics.

Mink Pink – Affordable women's sunglasses, handbags and belts inspired by vintage collections and given a contemporary feel. Vintage inspired and playful prints in a range of women's bikinis and one-pieces.

Oliver Peoples Sunglasses – Luxury women's designer sunglasses from the USA, with a cult following and a range of distinctive designs.

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Rachael Ruddick – Luxurious women's leather goods and glamorous jewellery from Australian designer.

Status Anxiety – A leather goods brand hailing from South Australia, their menswear designs are practical and minimalist in design.

Sunday – The diffusion women's brand from Australian designers, Andrea and Joen create weekend essentials such as flats and casual boots.

Super by Retro Super Future Sunglasses – Handmade acetate sunglasses originating in Italy with a large celebrity following.

Sunny Life – Australian brand that epitomises summer through simple totes perfect for the beach.

Ted Baker Jewellery – Dainty and feminine pieces.

Tony Bianco – Glamorous totes in neutral tones. (Exclusive for this category only)

YSL Jewellery – Rich in colour and texture, YSL has created a range of wonderfully unique jewellery pieces that act as the statement piece to every outfit.

CHILDRENSWEAR

Armani Junior – A collection of stylish childrenswear designed by the Iconic Italian fashion house.

HOME

Burleigh Pottery – Hailing from the UK, Burleigh Pottery are makers of fine china and pottery in designs such as traditional blue and white to a modern design for country living.

Curtis Stone Cookware – Functional cookware for home cooking as designed by celebrity chef Curtis Stone.

Donna Hay for Royal Doulton – Her relaunch includes a collection of simple classics for everyday as well as stunning accent pieces.

Hugo Boss Bedlinen – Luxurious Manchester with high tread count in a subtle palette of colours.

Pip Studio – Originating in Amsterdam, Pip Studio creates quirky dinnerware products that have a warm feel and follow her mantra of "happy products for happy people".

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