

DAVID JONES

PRESS RELEASE

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DAVID JONES UNVEILS NEW LUXURY MENSWEAR DESTINATION

Melbourne, Australia: The re-imagination of David Jones Bourke Street Flagship continued today with the launch of a new luxury menswear destination. Located across levels 4 and 5, David Jones revealed a significant milestone in the project that brings the retailer's full fashion offering together under one roof.

Following the opening of the luxury womenswear and accessories floor on level 3, the newest phase sees menswear consolidate into the main Bourke Street Flagship creating Melbourne's most iconic one-stop luxury shopping destination.

The unveiling brings the best of international and Australian menswear collections across two highly curated floors from designers such as **Calibre, AMI, Polo Ralph Lauren, Marcelo Burlon, Hugo Boss, MSGM, Saturdays NYC, NN07, Rag & Bone, Common Projects and Axel Arigato**. David Jones also welcomes 20 new brands into the menswear assortment including **Balmain, MJ Bale, Bally, Montblanc, Versace, Dolce & Gabbana** and **Alexander McQueen** leading the new luxury arrivals, creating a menswear destination like no other.

Reflecting the desires of David Jones' fashion focussed customers, the new levels showcase Australian and international designer, denim, youth and sportswear categories along with men's designer footwear and accessories.

Designed to deliver an outstanding customer experience and a premium service offering, the newly renovated levels also feature dedicated personal shopping suites for men with an expert team of personal shoppers and stylists offering made to measure and alteration services for the first time in Victorian David Jones stores.

Chris Wilson, David Jones General Manager of Menswear, Childrenswear, Home and AV said, "Today's opening is an exciting and significant milestone in the redevelopment of the Bourke Street Flagship as we welcome all categories under one roof. We have seen first-hand how well received this has been in our Elizabeth Street Flagship, so we are thrilled that David Jones Bourke Street is now home to the most coveted, luxury brands from around the world, alongside iconic Australian brands with customer experience and service at the core."

To mark the occasion and celebrate menswear joining the Bourke Street Flagship in the heart of Melbourne, David Jones is hosting a shopping weekend with live music and various bespoke activations including a motorbike build demonstration from Deus Ex Machina, whiskey tasting with Joe Black, barber and grooming from Pai Zileri and the best of New Zealand grazing with Rodd & Gunn, bringing a Wonderworld of fashion, food and drink to customers.

The Bourke Street Flagship reimagination, which commenced in 2021, will be completed in October this year. Welcoming over nine million visitors per year, the newly reimagined David Jones Bourke Street Flagship at its completion will align fashion, beauty, home and food in a unique space that blends heritage and modern design.

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High-Res Imagery here.

For further information and interview opportunities, please contact:

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ABOUT DAVID JONES

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David Jones is Australasia's leading premium department store retailer. The iconic department store first opened its doors in 1838 with the mission to sell 'the best and most exclusive goods' and celebrated its 180th anniversary in 2018. David Jones has 46 locations across Australia and New Zealand as well as [davidjones.com](https://www.davidjones.com) in Australia and is the oldest continuously operating department store in the world still trading under its original name.