

DAVID JONES

MEDIA RELEASE
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DAVID JONES PARTNERS WITH DESTINATION CANADA & QANTAS TO BRING TO LIFE SS22 'WONDERWORLD'



David Jones has today revealed its Spring Summer 22 Wonderworld campaign, **Natural Wonders** calling us to dive into the wonderful, big wide world that surrounds us. Eyes wide open.

The glorious landscapes of Whistler, Canada, with its gushing waterfalls, crystalline lakes and legendary mountains, bring the **Natural Wonders** theme to life as a powerful canvas for the bold, bright fashion, the exciting, unforgettable shapes and the joy of endless possibilities ahead.

The new season brings a reverence for the natural world and our place within it. David Jones partnered with Destination Canada and Qantas to bring the campaign to life and will promote Canada as a place for all-year travel to its premium customer base across in store and davidjones.com

Indian-born, now New York based supermodel Pooja Mor fronts the campaign, photographed by renowned Australian photographer Issac Brown. After being hand-selected by designer Nicolas Ghesquière for the Louis Vuitton Cruise 2016 fashion show, Mor's runway debut cemented her place in the industry, going on to walk for the likes of Alexander McQueen, Bottega Veneta, Givenchy, Khaite, Oscar de la Renta, Marni, Rodarte, Simone Rocha and Zimmermann. Being an avid hiker, Mor was equally at home in Cheakmus surrounds as she is global runway stage. Mor will feature in 'Wonderworld' imagery and film throughout David Jones stores and digital channels and will also appear on the cover of JONES magazine edited for the first time by JONES new Editor in Chief by Philippa Moroney.

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David Jones Chief Marketing Officer, James Holloman, talks to the launch; “The new season is filled with energy, intent, and action. To us, Whistler Canada embodies the ‘natural wonders’ and is bursting with adventure and beauty at every turn. Our pulse beats with the infinite possibilities and inspiration ahead, as we set out on our next adventure. We welcome our customers to explore the new season with us and all it has to offer,” said James.

Spring Summer 22 Wonderworld campaign, **Natural Wonders** will be brought to life this week via the highly anticipated David Jones runway show which will officially mark the new season. Held in the gallery of the iconic Elizabeth Street Flagship Store on Level 8, overlooking the historic Hyde Park and poised just above the David Jones shoe floor, the set will take inspiration from the picturesque Canadian landscape with the event space being transformed into an immersive runway to showcase the curated edit of the best collections of local and international fashion.

Mood-lifting bold colour, modern florals, free-spirited party dresses, tailored suiting and 90’s form-fitting silhouettes are set to set the tone in womenswear this season. **Aje, Bec & Bridge, Camilla and Marc, Alemais** and **Chloe**, will embrace these styles from relaxed blazers, cool shirting to modern floral prints, and daring cutaway dresses.

Menswear this season sees a timeless sense of summer nostalgia with laidback styles, utility-dressing and uplifting single tones across timeless staples. **Kenzo, Saturday NYC, Hugo Boss** are among the strong line up of men’s brands offering fresh options for the boys to embrace this season along with cool new additions, **Ksubi, Flinders, Nana Judy, Kappa** and **P.E Nation**.

Bridget Veals, David Jones General Manager of Womenswear and Accessories said; ‘I am thrilled to see our show return to our flagship store, our retail spaces are where we inspire our customers season after season with experiences and the best assortment of brands from around the globe. This season David Jones welcomes over 30 new fashion brands to our women’s designer portfolio including **The Attico, Sarah-Jane Clarke, Wynn Hamlyn, Alo, By Charlotte, Sleeper**, National Designer Award Nominee **Beare Park** and homegrown brand **Matteau**, whose resort collections embody Australian style – relaxed, effortless and timeless”

Dive straight into SS22 Wonderworld, the most wonderful fashion, food, lifestyle and culture of the season in store and online at davidjones.com and [@davidjonesstore](https://www.instagram.com/davidjonesstore) #DJsSS22 #DJsNaturalWonders.

- ENDS -

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Campaign assets can be viewed [here](#).

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#DJsSS22 #DJsNaturalWonders

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SS22 KEY TRENDS

WOMEN

The Modern Minimalist

Cool and classic with an emphasis on investment pieces, the next generation of minimalism is anything but understated.

Afterparty

Bold, bright and guaranteed to boost serotonin, let this season's take on colour be your best party trick.

Golden Hour

Inspired by the golden haze of a summer's day, look to modern florals and sun-soaked hues when the soiree calls for day.

MEN

Future Utility

Channel the cool that comes with utility-dressing through styles that are packed with performance features

Endless Summer

Bring the party to any setting with throwback prints and bold colour pairings.

Colour Therapy

Fuschia, turquoise, mango and more - show up and stand out with relaxed separates that make a case for colour.

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ABOUT DAVID JONES

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.