

# DAVID JONES

## *David Jones Launches its Reimagined Westfield Burwood Store*



**PRESS RELEASE**

**FRIDAY 1 NOVEMBER**

**Burwood/Wangal, NSW** – David Jones has re-opened the doors to its newly refurbished Westfield Burwood Store; marking another significant milestone in the brand's store optimisation and refurbishment journey, following a significant investment into the reimagined shopping destination.

The store features a modern, elevated fit-out, with an extensive line-up of Australian and International brands, and new services across [beauty](#) and [women's intimates](#).

"The reimagination of David Jones Burwood marks a pivotal step in our broader store optimisation strategy. The store has been designed to deliver a seamless shopping experience for customers, with exciting new concepts, brands and services across the store" said **Kate Bergin, David Jones Chief Retail Officer**.

"On the ground floor, we are pleased to unveil our new beauty treatment rooms; as well as dedicated bra and prosthesis fittings for customers to support our commitment to delivering services like no other".

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Anchoring the store's brand assortment within the reimagined beauty floor is an all-new fragrance experience, offering customers the opportunity to discover scents from cult favourites such as **Penhaligons** and **Jo Malone**.

Solidifying its position as the destination for world class brands, the new David Jones Burwood store will offer customers access to new labels including **Aje Studio, Assembly Label, Adanola and Mossman**, alongside new menswear inclusions from **MJ Bale, and Hugo Boss**.

David Jones is the only place where customers will also find brand exclusives and customer favourites inside Westfield Burwood from the likes of **Country Road, Saba, Sportscraft, and more**.

David Jones is inviting customers to join in on the celebration for Burwood's opening, with activity taking place throughout the store **this weekend**. The opening celebration promises three days of activations, giveaways, entertainment, with complimentary make-up services from CHANEL, Guerlain and more.

A VIP shopping night will follow on **Wednesday the 6 of November**, with an exclusive customer and media in-store event, including a special appearance from model and friend of the brand, **Megan Gale**.

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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. David Jones has 41 locations across Australia and New Zealand as well as [davidjones.com](http://davidjones.com) in Australia and is the oldest continuously operating department store in the world still trading under its original name.*