



DAVID JONES TO YOUR DOOR DAVID JONES LAUNCHES ONLINE SHOPPING

For immediate release

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As Australia's leading department store and home to the world's best brands, David Jones today launched its online store, a one-stop retail destination for all your shopping needs. Shopping for special occasions, yourself, friends, family and loved ones has never been easier or more convenient, and no matter where you are you now have access to a selection of David Jones' unparalleled portfolio of leading brands.

The David Jones online store offers an exciting selection of over 1500 personal or Christmas gift ideas over the Christmas period handpicked from the best of Australian and international brands from departments including beauty, fragrance, body care, women's accessories, men's accessories, Christmas hampers, toys, homewares, books and small appliances.

Customers can also purchase David Jones Gift Cards online, which make the perfect gift for any occasion or for the person who has everything providing unlimited access to over 2500 leading brands, 1600 of which are department store exclusive to David Jones.

"The David Jones online store brings to both our existing and new customer base a convenient, easy and premium shopping experience by delivering David Jones' exclusive brands, products and signature service all day everyday right across Australia," said David Jones CEO, Paul Zahra.

"For the busy or time poor our online store offers an alternate way to shop with not only the convenience of one easy transaction but also a one-stop flexible shopping experience created with superior delivery service including speedy despatch and gift wrapping options," Mr Zahra concluded.

The David Jones online store offers complete customer convenience in addition to David Jones' renowned customer service excellence with the following service options:

- Speedy Delivery - All orders will be despatched within 1 business day
- Delivery to a nominated destination anywhere in Australia in addition to multiple address delivery within the one easy transaction
- Gift wrapping – Customers can choose to have their gifts beautifully wrapped in the David Jones signature wrapping (*Gift wrapping is complementary for all purchases made with a David Jones Store Card or David Jones American Express Card*)

The David Jones online store delivers not only a brand new, alternate and convenient shopping experience but customers will also be able to enjoy the same purchase benefits experienced within David Jones stores.

If customers are unhappy with their purchase for any reason, they can exchange or return it in person to any David Jones store or for customers without easy access to a David Jones store they can return via post.

David Jones CEO, Paul Zahra said, "For launch, the online merchandise has been carefully handpicked with Christmas gift giving in mind."

"The evolution of the David Jones store will extend beyond the Christmas period and will continue to evolve to ensure we deliver on our customers ever changing needs continuing to provide them with an easy and convenient shopping option throughout the year," Mr Zahra concluded.

No matter what the gift or the occasion the David Jones store has you covered with the best products and brands available online. Including:

DAVID JONES



<p><u>WOMEN</u></p> <p>OPI selection of nail varnish - \$19.95 (at no other department store)</p> <p>Simone Perele lingerie – from \$49.95 (at no other department store)</p> <p>sass & bide 'The Innocent Tank' - \$89 (at no other department store)</p> <p>Balenciaga EDP 50ml - \$145 (at no other department store)</p> <p>Chloe Victoria Mini Cross handbag - \$650.00 (at no other department store)</p>	<p><u>MEN</u></p> <p>Industrie basic men's t-shirts - \$24.95 each (at no other department store)</p> <p>Trent Nathan Two Tie Gift Pack - \$79.97 (at no other department store)</p> <p>Gant classic pique polo - \$109 (at no other department store)</p> <p>Paul Smith Multi Stripe Cufflinks - \$159 (at no other department store)</p> <p>Thomas Pink business shirts - from \$159 (at no other department store)</p>
<p><u>CHILDREN</u></p> <p>Bebe by Minihaha babywear – from \$9.95 (at no other department store)</p> <p>Bobble Art accessories boxes – from \$19.95 (at no other department store)</p> <p>Barbie Fashion Fairytale Lead Doll - \$49.95</p> <p>Thomas Sodor Cookie Factory Cargo Pack - \$57.95</p> <p>Lego Grand Emporium Set - \$295 (at no other department store)</p>	<p><u>HOME</u></p> <p>Sunny Life beach accessories – from \$19.95 (at no other department store)</p> <p>Treasure Yourself book by Miranda Kerr - \$24.95 (at no other department store)</p> <p>Jamie Oliver by Tefal Shark's Tooth Grill - \$179</p> <p>Delonghi Nespresso Coffee Machine – \$529</p> <p>Urban Ears Headphones - \$529 (department store exclusive)</p>

To find the perfect gift or treat yourself to something special, visit www.davidjones.com.au

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