



**MEDIA RELEASE**

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**For Immediate Distribution**

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## **DAVID JONES ENTERS EXCLUSIVE AGREEMENT WITH ICONIC INTERNATIONAL FASHION HOUSE, GIORGIO ARMANI S.p.A**

David Jones Limited (DJS) today announced that it has entered into a Department Store Exclusive Brand Agreement with Giorgio Armani S.p.A., the leading Italian fashion house that has become synonymous with luxury and high fashion worldwide.

The agreement provides that David Jones will be the only Australian department store to stock:

- Armani Collezioni;
- Armani Jeans; and
- Armani leathersgoods and soft accessories such as scarves, hats and ties.

Giorgio Armani S.p.A Deputy Chairman John Hooks said, "After a successful 10 year partnership in Australia with David Jones, we've decided that the most effective way to further grow the business is to work more exclusively, with this department store in particular. Armani is all about long term relationships with our customers and also with retailers and the deeper those relationships go, the more opportunity there is to develop and expand our business."

David Jones Group General Manager of Apparel, Cosmetics & Accessories Colette Garnsey said, "We are delighted to be the only Australian Department store stocking the Armani brands. We have a decade long relationship with Giorgio Armani S.p.A and throughout this time we have seen remarkable growth of the Armani brands in our stores. The David Jones customer is well travelled and well read, and appreciates the style and aesthetic that the Armani brands represent. Our customers have embraced the Armani Collezioni, the Armani Jeans and Emporio Armani brands and under our new agreement we have detailed plans to work together to ensure strong future growth."

Over the next 24 months David Jones plans to open:

- 16 additional Armani Jeans areas (there are currently 6) making a total of 22 in store areas;
- 14 new Emporio Armani Accessories and Shoe locations; and
- 4 additional Armani Collezioni areas (there are currently 13) in David Jones stores as well as refurbishing 5 existing areas.

**ENDS**

**FOR FURTHER INFORMATION CONTACT:**

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**DAVID JONES**

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