



## DAVID JONES ANNOUNCES EXCLUSIVE STRATEGIC ALLIANCE WITH WITCHERY

David Jones Limited (DJS) today announced that it has entered into a strategic alliance pursuant to which:

- it has been appointed as the **exclusive department store distributor** of the **'Witchery' brand** throughout Australia carrying all categories of Witchery products including **womenswear, womens footwear, swimwear, sleepwear, eyewear, underwear and accessories**; and
- it will work closely with the owners of Witchery to build **Witchery concept stores within 10 David Jones** department stores and to promote and grow the Witchery brand.

Witchery is one of Australia's most successful brands. Since it was relaunched in 1991 Witchery has grown dramatically. Today it consists of a network of boutiques whose target market is not defined by an age demographic but an attitude and understanding that the Witchery brand offers smart, simple style through quality products at affordable prices. The Witchery brand covers a diverse category range including womenswear, womens footwear, swimwear, sleepwear, eyewear, underwear and accessories, all of which are covered by the terms of the strategic alliance and will be available at selected David Jones department stores.

David Jones Chief Executive Officer, Mr Mark McInnes said, "Our strategic alliance with Witchery is a great coup for David Jones. It demonstrates the faith that successful brands have in partnering with David Jones and in working with us to build their brands.

'Witchery is a highly regarded brand that fits well into David Jones' brand portfolio and into our strategy of being a department store that understands and delivers on customer needs," Mr McInnes said.

Under the terms of the strategic alliance Witchery concept stores will commence being rolled out in November 2003, with Bondi Junction being the first David Jones department store to have an in-house Witchery concept store. Nine further Witchery concept stores will be rolled-out in January 2004 in David Jones' Elizabeth Street, Bourke Street, Rundle Mall, Hay Street, Brookvale, Chatswood, Castle Hill, Miranda and Chadstone department stores.

Witchery Chairman, Mr Peter Lew, said, "We are delighted to be entering into a strategic alliance with David Jones. We attach paramount importance to the value of our brand equity and would only agree to align ourselves with a partner that we were absolutely confident understood our brand and our target customer.

"David Jones has a strong track record of successfully partnering with brands. The 'Witchery' brand has reached a stage where strategically it makes sense for us to team up with a partner such as David Jones to help grow the business. Through our arrangement with David Jones we will be expanding the Witchery brand into new complementary categories and capitalising on Witchery's appeal and reputation as a quality brand," Mr Lew said.

## DAVID JONES

David Jones Group General Manager of Apparel, Cosmetics and Marketing, Ms Colette Garnsey said, "This is the first time that the Witchery brand will be available in a department store format in Australia. Prior to the strategic alliance agreement announced today, Witchery has only been available through its own store network.

"We are very excited about the prospect of expanding our brand portfolio to include a brand as popular and highly regarded as Witchery. It will complement our existing range of brands and appeal to and address existing demand amongst our target customers," Ms Garnsey said.

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