



**DAVID JONES LIMITED
MEDIA & ANALYST BRIEFING**

6 APRIL 2004



DAVID JONES

.....bringing the world's best
Cosmetics and Accessories Hall to Sydney

PROJECT OVERVIEW

In May 2004 David Jones will embark on its most exciting and ambitious store program to date -

the refurbishment of the Ground and Lower Ground floors of its flagship Elizabeth St store

By Christmas 2004, the Ground and Lower Ground Floors of David Jones' Elizabeth St store will house the best Cosmetics and Accessories Hall in the world

WHAT'S SPECIAL ABOUT THIS PROJECT?

- It relates to our flagship Elizabeth St store - which is integral to the David Jones brand
- It impacts two of the most important categories in our business - [Cosmetics and Accessories](#)
- We will be breaking new ground in Australian retailing, in terms of our:
 - **Brand Portfolio**
 - introducing the world's most desirable brands into our brand portfolio
 - offering the most exhaustive and comprehensive range of national and international brands in one location

contd.

WHAT'S SPECIAL ABOUT THIS PROJECT?

- **Services**
 - introduction of a world class [Day Spa Centre](#)
 - specially themed destination areas for:
 - [Skincare](#)
 - [Fragrance](#)
 - [Colour](#)
- **Design & Fit-out**
 - most contemporary and technologically advanced department store fit-out based on the world's best - Selfridges, Saks Fifth Avenue, Bon Marché
 - still retaining the key heritage elements of our flagship store

BRANDS

ACCESSORIES

- Introduction of 3 new, high profile brands to be housed in 'in-store concept boutiques':
 - Christian Dior - Fendi - Prada
- We will offer the full range of bags, belts, leather-goods, ties, scarves, cufflinks, sunglasses, watches, jewellery, and other assorted accessories for these brands, as well as Christian Dior footwear
- These will join existing brands which will also be housed in new 'in-store concept boutique' areas:
 - Burberry - Bvlgari - Orotan
- These concept boutiques will compliment our existing range of brands including,
 - Longchamp - Escada Sport - Giorgio Armani - Ferragamo - Bally
 - Kate Spade - Furla - Sonia Rykiel - DKNY - Polo Ralph Lauren
 - Mimco - Tag Heuer - Longines - Trent Nathan

BRANDS

COSMETICS

- Our refurbished Cosmetics Hall will house 3 specially themed destination areas:
 - Skincare
 - Fragrance
 - Colour
- We will focus on new and innovative products
- First time in Australian department store history, the complete range of brands from the House of Estée Lauder will be located under one roof, including MAC and Origins
- We will be introducing new brands in 'in-store concept areas' for:

MAC

ORIGINS

MOLTON BROWN
LONDON

...contd.

BRANDS

COSMETICS

- These new brands will join our existing concept areas for:
 - Estée Lauder - Clinique - Giorgio Armani Cosmetics - Bobbi Brown
 - Chanel - La Prairie - Clarins - Sisley - La Mer - Ella Bache
 - Lancome - Mecca Cosmetica - Laura Mercier - YSL - Dior
 - Shiseido - Erno Laszlo
- We are the only department store that offers all 26 brands in the Mecca cosmetics portfolio including,
 - Nars - Stila - Kiehls - Becca - Philosophy - Vicente Longo - N V Perricone
 - Bumble & Bumble
- We will have an unparalleled 'World of Fragrance' area, which will include fragrances exclusively available at David Jones such as,
 - Vera Wang - Agent Provocateur - Lulu Guinness - Christian Lacroix - Marc Jacobs

SERVICES

- Introduction of a 'world class' Day Spa Centre consisting of 8 completely refurbished David Jones beauty treatment rooms across 2 floors, and 4 branded Spa concepts:
 - (i) a La Prairie Day Spa based on the famous Swiss Clinique La Prairie
 - (ii) a Jurlique Day Spa offering a wide range of facials, massages, body treatments and hydrotherapy services by Jurlique trained therapists and using Jurlique products
 - (iii) an Ella Bache Day Spa offering 11 facial treatments
 - (iv) a Nail Spa
- We will be retaining our popular Clarins On Seven salon

BRANDS

CHOCOLATES & CONFECTIONERY

- The widest and most desirable range of brands from around the world and Australia in one location
- [Godiva Concept Area](#) (department store exclusive)
- [Max Brenner Concept Area and Chocolate Bar](#) (department store exclusive)
- [Charbonnel et Walker](#) (department store exclusive)
- [Bulk Lollies Concept Area](#) - over 90 varieties
- These will join our existing range of chocolate and confectionery brands, including:
 - [Thorntons](#) - [Lyells](#) - [Reber](#) - [Anthon Berg](#) - [Dolci Doro](#) - [Lindt](#)
 - [Ernest Hillier](#) - [Guylian](#) - [Dullo](#) - [Real Turkish Delight](#) - [Patons](#)

DESIGN & FIT-OUT

- Last refurbishment of the Ground and Lower Ground floors was undertaken in 1982, more than 20 years ago
- New design inspired by the best in the world:
 - Selfridges, London
 - Saks Fifth Avenue, New York
 - Bon Marché, Paris
- We have been mindful of preserving the key heritage features of our Ground and Lower Ground floors

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DESIGN & FIT-OUT

- Many of the concept areas and in-store boutiques that will be housed on our G and LG floors will be the first of their kind in Australia, and the 'world first' concept representation for many of these brands
- First time ever that many of these brands will be represented in an 'in-store concept area' - we are their flagship in-store concept area
- We have worked closely with our national and international supplier partners to ensure that the concept areas represent their brands in a way that respects the core values and essence of each brand
- Contemporary, stylish fit-out using latest technologies to showcase brands in a way they wish to be represented

RETAINING OUR HERITAGE

- We recognise the role that our Elizabeth St store plays in the architectural heritage of our city
- Over the past 3 years we have been restoring the original exterior of our flagship store
- All of the design concepts from this project's inception have included the preservation of the original heritage features of our G and LG floors
- The final design is underpinned by a council approved conservation plan

contd.

RETAINING OUR HERITAGE

- Some of the heritage elements include
 - the entry stairways
 - the lift facias
 - the pendant lights
 - the art deco lady lamps
- Our traditional Concierge Desk will be refitted and will play an important role in the final layout
- The existing marble floor will not be removed - it will remain intact, however, it will be covered with some of the best imported Italian stone tiles

THE MECHANICS

- The transition for our customers will be seamless
- Business as usual in all departments for the duration
- Refurbishment will occur in five stages
- Commence May 24, 2004
- To be completed in time for Christmas 2004
- Only 20% of the total floor space will be under construction at any one time
- “Lungs” to be created to allow products and services to be relocated during the project

END RESULT

- We will bring the world's best Cosmetics and Accessories Hall to Sydney
- Best Cosmetics and Accessories brand and service offering
- Most contemporary fitout of a Cosmetics and Accessories Hall in Australia
- 40% increase in total space devoted to Cosmetics
- 45% increase in total space devoted to Accessories
- Project to be completed within the strict cost guidelines to ensure the Company capex limit of \$50 million in FY04 is adhered to
- This project is a key component to delivering the 1.5% -2.5% total sales revenue growth in FY04, as outlined at the Strategic Review in June 2003



THANK YOU!

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