



**ASX RELEASE**

**Page 1 of 2**

**For Immediate Distribution**

**18 April 2006**

## **DAVID JONES UNVEILS ITS “FIRST FLOOR” FASHION DESTINATION**

David Jones Limited (DJS) today announced that it will unveil its Elizabeth Street, fully refurbished First Floor Fashion Destination, on 19 April 2006.

David Jones CEO Mr Mark McInnes said, “The First Floor refurbishment is an integral part of our Company’s Revenue Generating Initiatives and Property Strategy for FY06 and FY07 – in conjunction with our Bourke St Ground Floor Accessories & Cosmetics Hall refurbishment and our new Queens Plaza, Brisbane store.

“All of these projects will be completed in time to coincide with the strengthening consumer sentiment being forecast by independent economists over the next two calendar years,” Mr McInnes said.

The First Floor refurbishment is the culmination of 20 months of research and planning as well as months of working closely with the Company’s brand partners to differentiate David Jones from its competitors, by providing customers with:

- an unprecedented brand offering (in terms of breadth and depth of the most popular and sought after Australian and international fashion brands); and
- “easy-to-shop-in” branded concept areas, all located in one convenient location.

The First Floor has been designed to cater to a broad range of customers and to address the increasing sophistication of consumers in Australia, who are not only well travelled but also brand savvy. It encompasses 32 brand “shop-within-a –shop” concept areas and a wide-ranging brand offering that includes:

- Australian and international designers;
- cutting edge youth focussed designers;
- an extensive denim range;
- a broad sportswear and swimwear range; and
- a mix of traditional, classic and contemporary core brands,

making it one of the most compelling fashion retail offerings in Australia today.

David Jones Group General Manager of Apparel, Accessories, Footwear & Cosmetics Ms Colette Garnsey said, “One of our Company’s key strengths in recent years has been our extensive brand portfolio (many of which brands are exclusive to David Jones). We are renowned as being the “home to Australia’s leading designers” and for identifying and nurturing fresh new design talent.

### **DAVID JONES**

David Jones Limited A.C.N. 000 074 573  
A.B.N. 75 000 074 573



**ASX RELEASE**

**Page 2 of 2**

“Our new First Floor capitalises on this strength by representing key brands such as sass & bide, Zimmermann, Alannah Hill, Bare by Rebecca Davies, One Teaspoon and White Suede in their own unique branded concept space, reflecting the individuality and integrity of each brand. These concept areas will be highlighted with collections by other sought after **Australian brands** such as Alice McCall, Fleur Wood, Shona Joy, Cohen & Sabine, Natasha, Nookie, Hussy and Buddhist Punk.

“Added to this impressive list of Australian brands is a stellar line up of **international brands** such as Catherine Malandrino, Maharishi, Paul & Joe, Marc Jacobs, Eley Kishimoto, Ben Sherman, Miss Sixty, Ted Baker, Fred Perry and Juicy Couture,” Ms Garnsey said.

The First Floor will also include an extensive range of:

- **denim brands** (such as 7 for All Mankind, Armani Jeans, Calvin Klein Jeans, True Religion, Diesel, Levi’s, Guess and Polo Jeans Co);
- **contemporary brands** (such as French Connection, Table Eight, Sportscraft, Witchery, Veronika Maine and Zambelli Donna); and
- **swimwear and sportswear** including Seafolly, Baku, Bonds Swim, Burberry Swim, Diesel Swin, Elizabeth Hurley Beach, Jets, Lisa Ho Swim and Adidas by Stella McCartney.

Ms Garnsey said, “We are confident that customers will embrace our new First Floor both in terms of its compelling brand offering and its design, which creates a ‘customer-friendly’ shopping environment against a stylish and contemporary fit-out.”

ENDS

**FOR FURTHER INFORMATION CONTACT:**

Helen Karlis  
General Manager Corporate Affairs and Investor Relations  
David Jones Limited  
02 9266 5960  
0404 045 325

**DAVID JONES**

David Jones Limited A.C.N. 000 074 573  
A.B.N. 75 000 074 573