

# DAVID JONES

**MEDIA RELEASE**  
*For immediate release*

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## David Jones celebrates local brands with Home of Australian Fashion campaign



*-David Jones Home of Australian Fashion portrait series-*

From established iconic designers to emerging creatives, this Spring Summer, David Jones launches its **Home of Australian Fashion** campaign, celebrating the joy, creativity and individuality of our Australian designer community.

The campaign is an opportunity to celebrate some of Australia's most renowned fashion designers in a series of intimate portraits. These recognisable faces alongside key emerging creatives represent the homegrown brands and those that bring them to life, from designers to pattern makers, fabric suppliers to photographers, stylists to retail assistants.

Featuring a stellar line up of Australian design luminaries the campaign will include: **Carla Zampatti, Zimmermann, Camilla, Camilla and Marc, P.E Nation, Bassike, Bianca Spender, Sarah & Sebastian, Viktoria & Woods, KitX, Ginger & Smart, Bec + Bridge, Aje** and **Joslin**, plus new talent, **Arnsdorf** and **Esse** – the winner of the 2020 VAMFF National Designer Award presented by David Jones.

Much loved Australian brands **Country Road, Witchery, Mimco, Politix, Saba, Jag, Sportscraft, Calibre, Academy** and **Bellroy** also feature in the campaign. This incredible collective of Australian designers and iconic big fashion brands are only available at David Jones.

Bridget Veals, General Manager Womenswear & Accessories said: "Our designers are our biggest advocates and we wanted to celebrate them at time where we are all experiencing huge challenges. Now more than ever is the time to support our local community of Australian designers and brands. As the world slowly shifts to a new normal our customers are increasingly seeking locally based or locally made products and are more conscious about the brands they support and choices they make."

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The David Jones *Home of Australian Fashion* campaign celebrates all facets of our industry, from the designers, the makers, the creatives and the suppliers. Photographed by **Charles Dennington** and styled by **Jillian Davison**, leading Australian indigenous model **Charlee Fraser** is joined by male models Nick Truelove and Samuel Barrie to showcase key looks for the season.

In sneak peek behind the scenes footage captured by Didier Kasjan, each designer reveals what Australian fashion means to them accompanied by the familiar David Jones melody performed by Elizabeth Street store favourite - Pianist, Michael Hope.

For over 180 years David Jones has been the Home of Australian Fashion, curating the best brands and celebrating both established icons and the next generation of emerging talent.

Stronger together and available at no other department store.

**-Ends-**

## **Images:**

- For Designer Portraits [click here](#)
- For Fashion Imagery [click here](#)

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