

News

# Herald Sun

---

National News

## David Jones overhauls its women's shoes department as part of \$35 million Rundle Mall store makeover

by: FASHION EDITOR ANNA VLACH | From: The Advertiser | June 17, 2014 9:35PM



*Lia Cocks with some of her designer shoe collection.*

*Source: News Corp Australia*

### **LUXURY retailer David Jones is stepping up its women's shoe department as part of a \$35 million makeover of its Rundle Mall store.**

A new footwear emporium, Shoe World, has opened on the lower-ground floor which was the site of the food hall.

It comes after its biggest rival, Myer, spent \$20m on an upgrade of its city store and a \$10m refurbishment of the rest of the Myer Centre.

Rundle Mall is also undergoing a \$25 million facelift to encourage shoppers to choose bricks and mortar retail sites over e-tailers, including overseas competitors.

The mall and David Jones' transformation are expected to be complete in time for the much-anticipated arrival in the lead up to Christmas of Tiffany & Co, which will occupy the former Air Bistro & bar site on North Tce.

With its own Salvatore Ferragamo boutique stocking footwear, handbags, accessories and jewellery, Shoe World also has 26,000 pairs of shoes including high-end brands like Christian Louboutin which were previously unavailable locally.

“The Shoe World is the first time that such a vast selection of brands and styles of shoes are to be offered in a retail experience of this kind in Adelaide,” David Jones spokesman Damian Burke said.

Move Through Life chairperson and mother-of-three Lia Cocks, 34, of Camden Park, has a collection of designer shoes bought from Adelaide designer Mary-Kyri Pallaras and Rundle St boutique Cherri Bellini.

She said Shoe World offered another option for women like her who like to buy fashion locally.

“Since having kids I haven’t bought many high heels ... but this emporium might take me out of hibernation,” she said.

Originally published as [New world of shoes at your feet](http://www.adelaidenow.com.au/lifestyle/sa-lifestyle/david-jones-overhauls-its-womens-shoes-department-as-part-of-35-million-rundle-mall-store-makeover/story-fnizi7vf-1226957994548) (<http://www.adelaidenow.com.au/lifestyle/sa-lifestyle/david-jones-overhauls-its-womens-shoes-department-as-part-of-35-million-rundle-mall-store-makeover/story-fnizi7vf-1226957994548>)

Comments (#social-comments)