

business

# The Advertiser

**Business**

## David Jones part of \$35m overhaul

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**2**

**SHOPPERS will be able to try on clothes in David Jones and check their look in a full-size "mirror" which can post a picture on Facebook or email it to absent friends.**

In real-time, the shopper can then ask their friend to help them make a choice.

Picture posting by an electronic omni-mirror is one of many innovative features to be introduced to David Jones in Rundle Mall as part of a \$35 million upgrade to the store and the Adelaide Central Plaza.

Women will have a dazzling choice of 27,000 pairs of shoes in a new Shoe Emporium modelled on the famous Saks Fifth Avenue.

### **TELL US: WILL A REVAMP LURE YOU TO SHOP MORE IN RUNDLE MALL?**

In a significant expansion of fashion and beauty products on offer, high-end fashion labels Coach, Saint Laurent and Proenza Schouler will be among new brands in the store.

"We are very excited to be embarking upon the transformation of our Adelaide flagship store," DJs managing director Paul Zahra said.

"Our objective is to offer the people of Adelaide a seamless shopping experience and to position David Jones as the first destination for style in South Australia."

The omni-mirrors also have links to online catalogues and ordering so shoppers have greater choice.

Click and collect pick-up stations will be established to assist online shoppers who are in a hurry. There will be mobile device charging stations for those caught short, areas for customers to relax and complimentary wi-fi.

Adelaide Central Plaza is owned by the Precision Group which has attracted jeweller Tiffany & Co to the North Tce street front of the centre. Work on the Tiffany store has begun.

Precision Group managing director Shaun Bonett said he wanted the upgrade to be complemented by the Rundle Mall revitalisation.

"David Jones are upgrading their store so it can compete with any place in the world," Mr Bonett said. "That's fantastic for the centre and wonderful for Adelaide."

Common areas in the centre - including the food areas - also will be upgraded with raised ceilings, improved lighting and new seats and tables.

Precision has applied to the Adelaide City Council to redo the awning facing Rundle Mall and replace all the glass facades.

"It's going to create a more contemporary look for the centre," Mr Bonett said.

Precision Group remains in discussion with other potential big brand tenants.

Work will begin in February and is targeted to finish in October next year.

Most of the upgrade funding will be provided by Precision Group with DJs contributing from its annual national capital expenditure budget. A DJs spokesman said extra jobs may be created once the refurbished store is completed.

DJs will continue to trade during the upgrade, with parts of the store closed in stages.

As much as possible of the work will be done outside shopping hours, especially noisy construction jobs.

Adelaide has leapfrogged DJs stores in Brisbane and Perth in an upgrading program that began in Sydney and Melbourne.

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**DAVID**

9 hours ago

Rundle Mall is still and should remain the place to shop. Going to shopping centres lost its appeal years ago with bargain basement stores and mobile phone's in every nook and cranny. Rundle Mall has that but has also the shops which don't go out into Westfields due to their exclusivity such as Haighs!. Every shopper loves haighs, so you'll love rundle mall

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