

# CHANEL

FROM THE PUBLIC RELATIONS OFFICE

## Chanel opens new boutique at Westfield Bondi Junction.

Sydney, 19 June 2009 --- A new Chanel boutique, the luxury house's first fashion boutique in a premium mall environment, opened today.

Located at the Westfield Bondi Junction shopping centre in Sydney's east, the move mirrors a retail model set in late 2007 of opening stand-alone boutiques in landmark shopping malls.

Commenting on the expansion, Chanel Australia & New Zealand Managing Director David Blakeley noted the traditional retailing model in Australia has undergone change, as have consumer shopping patterns. "We were seeking the opportunity to build on our extraordinary fashion success and the success of our Fragrance & Beauty Boutique and complete our total Chanel offer in this location."

The boutique is located on the fashion floor in Westfield Bondi Junction, level four, directly opposite the Chanel Fragrance & Beauty Boutique, in an area the centre will develop further as a high-end fashion floor. "We are delighted the Chanel boutique at Westfield Bondi Junction has now opened. We believe it is a valuable addition to our luxury precinct," said Robert Jordan, Westfield Managing Director Australia and New Zealand.

The boutique features distinct areas for ready-to-wear, accessories and watches, showcased in an exciting, contemporary space, invested with the latest in retail design technology.

Chanel's strong visual identity distinguishes the boutique. It is a natural fit with the Peter Marino-designed fashion boutiques in Sydney and Melbourne and features the Chanel colour codes of black and white in modern, luxurious materials, such as sleek white marble, steel, glass and lacquer. The arresting use of large-scale images, LED lighting and innovative displays completes the merchandise presentation.

An exhibition of Chanel sports equipment and accessories, especially commissioned for the new boutique, will commence on July 4. The opening fashion collection is the Karl Lagerfeld-designed *Paris-Moscou* Pre-Fall collection.

All media enquiries please contact:  
Susie Stenmark  
General Manager Communications  
Chanel Australia & New Zealand  
T: 02 9900 2951  
E: [susie.stenmark@chanel.com.au](mailto:susie.stenmark@chanel.com.au)