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## **RETAIL NZ WELCOMES THE ARRIVAL OF DAVID JONES**

Retail NZ says that the opening of David Jones in Wellington is good news for shoppers and retailers alike.

“The fact that David Jones has chosen Wellington for the site of its first international store is a real vote of confidence in the future of the New Zealand retail market, and that of Wellington in particular,” Retail NZ’s General Manager for Public Affairs, Greg Harford, said today. “David Jones is the latest in a steady stream of international stores to be opening up in New Zealand, bringing new brands and new offerings to consumers.

“The fact that international retailers are still opening stores, and are doing so in New Zealand, shows that there is a bright future for retailing. Online retailing is now a fixed part of any retail offer - but to build a strong brand in the minds of customers, most retailers need both an online and physical presence. Internationally, even global e-commerce giants like Amazon and Ali Baba are investing into bricks and mortars - so we’re seeing increasing convergence of the digital and physical shopping worlds.

“New Zealand retailers remain competitively disadvantaged by Government inaction to level the playing field with international retailers like Amazon in relation to GST, but if firms are selling goods inside New Zealand from a physical store, they will be collecting GST on sales.

“Evidence suggests that the arrival of big international brands like David Jones in Wellington and Zara in Sylvia Park will have a positive effect on nearby retailing. They will draw larger numbers of shoppers, and this will have positive spillover effects into nearby stores. In the case of David Jones, it will be a real drawcard for shoppers coming to downtown Wellington, and we expect it will add to the vibrancy of the CBD.”

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