

\$35m upgrade planned for Adelaide Central Plaza

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A site revamp will get under way in February at Adelaide Central Plaza.

Simon Evans

A \$35 million upgrade of the Adelaide Central Plaza shopping centre and department store group David Jones's flagship outlet in South Australia is earmarked to be completed by October 2014.

The ground and lower ground floors of the 23,000-square-metre David Jones store will be rebuilt, while the upper floors will be refurbished.

David Jones is the anchor tenant of Adelaide Central Plaza, which is owned by Precision Group and located off Rundle Mall.

There are 40 speciality stores and a food court in the centre.

Construction is set to begin in February 2014.

Precision Group managing director and owner Shaun Bonnett says it's the first major upgrade of the centre since 2000, and much of the construction work will take place at night to minimise disruption.

The architectural firm is Hassell and the building work will be done by construction firm Built.

Mr Bonnett says Built has worked on the \$28 million progressive upgrade of his MacArthur Central complex in Brisbane over the past three years, and he's confident of completing the Adelaide Central Plaza upgrade by October 2014.

"They operate like a Swiss clock."

International jewellery brand Tiffany & Co will open an outlet in the centre in late 2014.

It will be the first Tiffany & Co store in South Australia, and the seventh in Australia.

The upgrade of the David Jones flagship store will result in the expansion of floor space for the women's fashion and accessories department and add new high-end brands, including Coach, Saint Laurent and Proenza Schouler.

A new women's shoe emporium stocking 27,000 pairs of shoes will also be established.

David Jones chief executive Paul Zahra says the company is aiming to "position David Jones as the first destination for style in South Australia".

The refurbishment of the David Jones store will be modelled on the department store chain's "Next Generation" concept, which includes free Wi-Fi for customers, mobile device-charging centres and click and collect pick-up stations, as the store accelerates into the online space.

As part of the Adelaide Central Plaza upgrade, fashion retailers Cue and Veronika Maine will open stores on the Rundle Mall frontage.

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