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In 1947, Fletcher Jones introduced fractional fitting trousers to Australia. Today that’s just a fraction of what they do.
Becoming the finest menswear manufacturer left only one thing for Fletcher Jones to do. Make womenswear.

Fletcher Jones disliked the term "the rag trade".

But at the time he entered the tailoring industry, he could see how appropriate the name was.

In those days, men’s ready-made suits and trousers were ill-fitting and made of poor quality fabrics.

When Fletcher Jones began his tailoring enterprise, he was driven by the desire to raise the standards.

That meant better fabrics, better linings, better pockets and better stitching.

He developed and displayed a large range of ready-to-wear men’s clothes of a never-before seen quality.

He then developed some obsessions.

An obsession for fit. An obsession for value. And an obsession for after sales service.

So complete was the Fletcher Jones service in menswear, that the only unsatisfied customers were women who envied the quality of clothing their menfolk received.

This led Fletcher Jones to make a successful, if not belated, move into quality womenswear.

The principles Fletcher Jones worked on then — fit, quality, value and after sales service, are the foundation stones of Fletcher Jones and Staff today.

And being Australia’s finest clothing manufacturer leaves only one thing for Fletcher Jones & Staff to do.

Keep doing it.
氯化钠 130 克，钙 15 克，磷 87 克。
Fletcher Jones Classics are still in fashion today, because in 63 years nothing has changed.

Every now and then Dario, Senior Tailor at Fletcher Jones’ after sales service in Warrnambool, is given a garment to alter.

It may need reducing. It may need enlarging. There’s nothing unusual about this. Except for the fact that the garment may be over 20 years old.

To have a Fletcher Jones garment for 20 years says two things about Fletcher Jones. They make clothes that last in wearability. And they make clothes that last in styling.

Fletcher Jones started out making the highest quality clothing Australia had ever seen.

In this day and age such attention to detail before, during and after a garment is made, is a luxury most manufacturers dispensed with long ago.

Not Fletcher Jones. Because in 63 years nothing has changed.

Dario knows exactly how a Fletcher Jones garment was made 20 years ago and he also knows how it is made today.

Because whilst methods alter with improved manufacturing technology, the lining, the stitching, the fabric are still of the same uncompromisingly high quality.

Fletcher Jones didn’t set out to make classic garments. Time made them.

A Fletcher Jones Classic will go with garments bought last year, and those to be bought next year. Simply because it’s timeless fashion. Not today’s fad.

Just ask Dario.
It stands to reason that a company whose employees share the profits would make exceptional business clothes.

The whole thing began quite simply. Sir Fletcher Jones liked people.

He liked the idea of giving the people working with him the opportunity of sharing as fully as possible in the excitement of a new enterprise.

So he wasted no time in inviting his staff to share in the benefits of ownership. 1947 saw the formation of the company Fletcher Jones & Staff Pty. Ltd.

The staff of Fletcher Jones wear their gold name badges with great pride. With each 10 years they serve, a glittering “ruby” is set into the badge.

It is not uncommon to see Fletcher Jones Staff at any location with three and four “rubies” next to their names.

As the clothing industry is a people business, Fletcher Jones & Staff have an accurate perception of people’s needs.

None more so than the needs of the businessman and businesswoman.

For the businessman, the Signature range was developed to provide exclusive made-to-order suits from the finest fabrics available in the world.

For the businesswoman, the Fletcher Jones Classic range makes a professional statement with style.

The staff at Fletcher Jones are constantly looking for more ways to expand these collections.

They know their business. After all, they own it.
Fletcher Jones decided that the finest clothes in England should be made in Australia.


Everything about the Alexon range is pure English. And it is made by one of the world's most respected clothing manufacturers.

Fletcher Jones & Staff: Of Australia.

Take a walk through Harrods or Harvey Nichols in London and you'll see Alexon in its native environment.

Alexon is a range of English City Dressing at its finest. It is arguably England's most popular women's label. Now it has expanded throughout Europe and into the U.S.A.

So it seemed the perfect label for Fletcher Jones to bring to Australia.

Only Alexon could match the Fletcher Jones eye for beauty.

To make Alexon accessible to all Australian women, the Alexon range is made in Australia by Fletcher Jones rather than being fully imported. So the price of Alexon is also accessible.

Alexon is in keeping with the Fletcher Jones policy of wardrobe building. No piece from the Alexon range is ever forgotten by the rest of the collection.

But there is one part of an Alexon garment that doesn't come from England.

It is the label. It reads: "Alexon. Made by Fletcher Jones."

And very proudly, too.
Fletcher Jones first made women’s clothes for the 1956 Olympic team. It taught them a lot about individuals.

Summer in Melbourne, 1956, saw the first Fletcher Jones womenswear parade.

But it wasn’t down a cat-walk in a fashion show. It was down the running lanes of the Melbourne Cricket Ground in front of 120,000 spectators for the Olympic Games opening ceremony.

As well as making the Australian men’s Olympic uniform, Fletcher Jones was commissioned to design and make the women’s uniform.

A somewhat daunting task for a menswear specialist.

The challenge was to create a uniform but still keep each as individualistic as possible. He wanted it to be anything but uniform.

The fact that Fletcher Jones succeeded is now history.

The eighties became another milestone for Fletcher Jones womenswear.

Fletcher Jones introduced the Prophecy Collection. A versatile range of dynamic contemporary designs.

Fletcher Jones searched the world for a label that would excite the individual woman. Prophecy was the perfect choice.

The focus of Prophecy is in providing a unique diversity of fabrics and colours which all point towards a co-ordinated collection.

So now, the individual woman has a range of clothes that team up perfectly.

It is called Prophecy. Made in Australia by Fletcher Jones.
Just because the Fletcher Jones name is old in fashion, doesn’t mean they’re old fashioned.

It wouldn’t be correct to say that Fletcher Jones has changed with the times. Fletcher Jones changed the times.

As a new menswear label some six decades ago, Fletcher Jones created freshness and impact in their range of men’s trousers.

Back then, people could not believe their eyes at the styling, the fit, and the innovation that Fletcher Jones displayed.

The Van Gils label is continuing today, what the Fletcher Jones label started 60 years ago.

Designed and developed by Jacques Van Gils in Europe, Van Gils is one of the most exciting menswear labels in the world.

The Van Gils collection represents a new attitude in mens fashion with an obvious respect for timeless styling.

Using innovative fabric combinations of pattern and texture, together with unique design detailing, the Van Gils collection always has a point of difference.

Van Gils is wearable, versatile, and capable of providing outfits to suit all aspects of your lifestyle.

But Van Gils greatest attribute is its innovation.

Being made in Australia exclusively by Fletcher Jones means that high quality is another.

So now, one of the newest names in Australian fashion, sits comfortably with one of the oldest.
Because Fletcher Jones insists on value for money, you’ll never wear their trousers with empty pockets.

Spencer Tracy once commented on his financial situation when he was a young unemployed actor:

“There were times when the seat of my pants were so thin, I could sit on a coin and tell if it was heads or tails”.

When the Great Depression was at its worst, Fletcher Jones maintained the belief that good quality trousers should be affordable for every man.

By revolutionising the tailoring industry, he created a keenly priced collection of made-to-measure trousers. Reducing costs, but not reducing quality and style.

The Haggar collection, made exclusively in Australia by Fletcher Jones, is today’s example of this philosophy.

The same value-for-money story is true for Fletcher Jones Classic trousers – from the Fletcher Jones made-to-measure range.

Whilst the quality of fabric, style and workmanship is world class, they are priced with surprising modesty.

And what would be optional extras on other trousers are common features on Fletcher Jones trousers.

One example is the unique Fletcher Jones safety pocket. This is a pocket inside a pocket sealed with a press stud to stop money falling out.

What could be a better example of Fletcher Jones’ value in trousers than those which leave you with money in your pocket.

And helps you keep it there?
Fletcher Jones clothes are available from only the finest stores. Their own.

**VICTORIA**

- Melbourne: Bourke Street. (03) 66 1712.
- Queen Street. (03) 64 3381.
- Brunswick. (03) 65 3781.
- Clarendon, (03) 65 2306.
- Doncaster Shoppingtown. (03) 848 5391.
- Eastland. (03) 67 5878.
- Footscray. (03) 66 3662.
- Forest Hill. (03) 67 6292.
- Frankston. (03) 75 3244.
- Highpoint West. (03) 84 3510.
- Northland. (03) 84 2294.
- Southland. (03) 58 49 513.
- Country:
  - Ballarat. (05 31) 41 452.
  - Bendigo. (05 43) 67 91.
  - Geelong. (05 29) 69 51.
  - Morwell. (05 13) 43 428.
  - Shepparton. (05 82) 21 1697.
- South Australia:
  - Mount Gambier. (08) 25 6315.

**NEW SOUTH WALES**

- Sydney:
  - George Street. (02) 29 5961.
  - Bankstown. (02) 70 35 79.
  - Bondi Junction. (02) 93 92 355.
  - Burwood Shoppingtown. (02) 74 7641.
  - Chatswood. (02) 41 23 22.
  - Macquarie Shopping Centre. (02) 88 74 817.
  - Miranda. (02) 92 42 263.
  - Parramatta. (02) 86 22 116.
- Country:
  - Albury. (02) 34 5977.
  - Newcastle. (02) 23 5255.
  - Orange. (02) 34 523.
  - Tamworth. (02) 67 67 219.
  - Wagga Wagga. (02) 67 23 54.
  - Wellington. (02) 72 32 23.
- Country:
  - Southport. (07) 22 1616.
  - Wollongong. (02) 39 62 39.

**SOUTH AUSTRALIA**

- Adelaide:
  - Hindley Street. (08) 23 33 55.
  - Tel 72 23 55.

**QUEENSLAND**

- Brisbane:
  - City Plaza. (07) 25 32 69.
  - Chermside Shopping Centre. (07) 38 34 535.
  - Indooroopilly Shopping Centre. (07) 38 113 888.
  - Garden City, Mount Gravatt. (07) 64 91 477.
- Country:
  - Southport. (07) 32 28 66.
  - Toowoomba. (07) 38 1186.
  - Ipswich. (07) 34 25 53.

**TASMANIA**

- Hobart. Liverpool Street. (03) 34 52 36.
- Launceston. (03) 32 44 66.

**WESTERN AUSTRALIA**

- Perth. Hay Street. (09) 32 25 83.
- Fremantle. (09) 32 61 22.

**SIGNATURES**

- Vic.: 260 Collins Street, Melbourne. (03) 66 92 69.
- Queen Street, Brisbane. (07) 23 18 91.
- Toowong Shopping Village. (07) 34 24 53.
- Booragoon. (09) 62 30 12.
- A.C.T.:
- Van Gils departments are also located in these David Jones stores:
  - 1st Floor, Market St., Sydney.
  - Lower Ground Floor, Queen St., Brisbane.
  - Georges, Jam Factory, South Yarra.

If any item is unavailable at your local Fletcher Jones store, please allow the Store Manager to make enquiries for you or show you something similar.

Layby, Bankcard, Visa and MasterCard welcome.

**Fletcher Jones garments and designer ranges are available at the above stores as indicated by these symbols:**

- W: Fletcher Jones women's wear
- M: Fletcher Jones men's wear
- VG: Van Gils
- P: Prophecy
- A: Alexon
- *: Fletcher Jones made to order suits

**GUIDE TO SYMBOLS**

**Please note:** Van Gils departments are also located in these David Jones stores:
- 1st Floor, Market St., Sydney.
- Lower Ground Floor, Queen St., Brisbane.
- Also at Georges, Jam Factory, South Yarra.