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MELBOURNE

## Archives Digitised Collections

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### Description

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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.



Chanel jacket \$199, skirt \$115, blouse \$79.

FLETCHER JONES  
AUSTRALIA'S FINEST CLOTHING



# 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.



Herskirt \$125, shirt \$79, jumper \$65. His: polo shirt \$49, trousers \$49. Haggartrousers \$49.

FLETCHER JONES  
AUSTRALIA'S FINEST CLOTHING



# 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.



His Signature made-to-order-suit \$795. Her jacket \$205, skirt \$89, blouse \$85.

SIGNATURE  
AT FLETCHER JONES

FLETCHER JONES  
AUSTRALIA'S FINEST CLOTHING



# Fletcher Jones decided that the finest clothes in England should be made in Australia.

Even the buttons come from England. The design does. The fabric does. The thread does.

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.





Blouse \$69, skirt \$79.

**ALEXON**  
BY FLETCHER JONES



# 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.



Singlet top \$70, shirt \$110, pant \$95.



PROPHECY  
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.



Cotton & linen suit \$495

*Van Gils*  
BY FLETCHER JONES



# 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 Haggard 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?





His trousers \$49, shirt \$59. Her Prophecy skirt \$90, knitwear \$75.

**HAGGAR**  
BY FLETCHER JONES



# Fletcher Jones clothes are available from only the finest stores. Their own.

## VICTORIA

Melbourne  
Bourke Street. (03) 654 7122.  
Queen Street. (03) 614 3781.  
Brunswick. (03) 387 2517.  
Camberwell. (03) 882 7547.  
Chadstone. (03) 569 6616.  
Doncaster Shoppingtown. (03) 848 5391.  
Eastland. (03) 870 5878.  
Footscray. (03) 68 1602.  
Forest Hill. (03) 878 6292.  
Frankston. (03) 783 3244.  
Highpoint West. (03) 318 3510.  
Northland. (03) 478 2294.  
Southland. (03) 584 9513.  
Country  
Ballarat. (053) 31 1452.  
Bendigo. (054) 43 6791.  
Geelong. (052) 9 6951.  
Morwell. (051) 34 3428.  
Shepparton. (058) 21 1697.  
Warrnambool. (055) 62 1090.

W	A	P	M	*	VG
W	A	P	M	*	VG
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W	A	P	M		
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W	A	P	M		VG
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W	A				
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W	A	P	M		VG
W	A				
W	A				
W	A				
W	A				
W	A				

## NEW SOUTH WALES

Sydney  
George Street. (02) 29 5961.  
Bankstown. (02) 70 3579.  
Bondi Junction. (02) 389 2355.  
Brookvale. (02) 938 2803.  
Burwood Shoppingtown. (02) 747 6443.  
Chatswood. (02) 412 3722.  
Macquarie Shopping Centre. (02) 887 4817.  
Miranda. (02) 524 3513.  
Parramatta. (02) 635 6211.  
Roselands. (02) 750 6872.  
Country  
Albury. (060) 21 5977.  
Newcastle. (049) 2 5258.  
Orange. (063) 62 2938.  
Tamworth. (067) 66 3706.  
Wagga Wagga. (069) 21 6248.  
Wollongong. (042) 29 6239.

W	A	P	M	*	VG
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W	A				VG
W	A	P	M		VG
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W	A	P	M	*	VG
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## SOUTH AUSTRALIA

Adelaide  
Hindley Street. (08) 212 2188.  
Tea Tree Plaza. (08) 264 6660.

W	A	P	M	*	VG
W	A				

## Country

Mount Gambier. (087) 25 6315.

## QUEENSLAND

## Brisbane

City Plaza. (07) 229 6100.  
Chernside Shopping Centre. (07) 350 3135.  
Indooroopilly Shoppingtown. (07) 378 6988.  
Garden City, Mount Gravatt. (07) 849 4177.  
Country  
Southport. (075) 32 2684.  
Toowoomba. (076) 38 1188.

W	A				M
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W	A	P	M	*
W	A			
W	A	P	M	
W	A			
W	A			

## TASMANIA

Hobart. Liverpool Street. (002) 34 5298.  
Launceston. (003) 31 4446.

W	A	P	M	*
W	A			

## WESTERN AUSTRALIA

Perth. Hay Street. (09) 325 8077.

W	A	P	M	*
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## A.C.T.

Canberra. Cnr. Northbourne Ave. &  
London Circuit. (062) 47 6288.

W	A	P	M	*	VG
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## SIGNATURES

VIC.: 260 Collins Street, Melbourne. (03) 63 1520.  
David Jones, 1st floor, Bourke Street. (03) 669 8296.  
N.S.W.: The Gallery, Centrepont, Sydney.  
(02) 29 4543.  
David Jones, 1st floor, Elizabeth Street.  
(02) 266 5544 ext. 5124.  
QLD.: Level 2, Wintergarden Hilton, Brisbane.  
(07) 221 3860.  
David Jones, 2nd floor, Queen Street, Brisbane.  
(07) 227 1111.  
David Jones, Gallery level 1, Toowong Shopping  
Village. (07) 377 6705 ext. 665.  
The Galleria, Surfers Paradise. (075) 92 1684.  
S.A.: David Jones, 3rd floor, Rundle Mall.  
(08) 217 0321 ext. 364.  
W.A.: Garden City, Booragoon. (09) 364 5956.  
4 Bayview Terrace, Claremont. (09) 385 1653.

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W	A	P
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## GUIDE TO SYMBOLS

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

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

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.

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**  
A'S FINEST CLOTHING

