



## COMMONWEALTH BANK GETS DESIGNER MAKEOVER

**SYDNEY, 19 October, 2004:** Commonwealth Bank staff are about to receive a fashion makeover courtesy of a stylish new corporate look created by renowned Australian designer, Lisa Ho. The Commonwealth Bank unveiled its new 'Lisa Ho for Commonwealth Bank Collection' at a media launch in Sydney today.

With over 20 years' experience designing innovative and stylish fashion, the Bank believes the respected designer was the perfect choice to lead one of the most comprehensive corporate attire redesign seen in Australia in almost a decade.

According to Hugh Harley, Group Executive Retail Banking Services, the 'Lisa Ho for Commonwealth Bank' collection was guided by feedback provided by staff in various forums over the last nine months.

"The overwhelming message from our people is a desire to arrive at work feeling stylish, professional and comfortable. Our staff told us what they want to wear in regard to style, colour, fabric and image, and we have listened to them. We are confident that Lisa's designs have met that brief," he said.

"Our new corporate look is another step in the *Which new Bank* transformation as it provides a very visible demonstration of change. It also complements the major work we are undertaking to redesign our branches."

While Lisa is famous for creating beautiful, feminine clothing, the versatile designer said she was excited about creating stylish corporate wear for both women and men.

"I have always wanted to design a men's collection, so it is wonderful that the Commonwealth Bank has given me the opportunity to outfit its male and female staff," she said.

"I wanted to create a new look that will make the Bank's people feel respected, confident, and, most importantly, comfortable. I'm also enjoying the challenge of designing a range that is comfortable for staff in colder climes like Hobart or semi-tropical Townsville, and for all sizes."

While customers will begin to see the new corporate collection in branches in the first quarter of 2005, staff will get a close-up look later this year when Lisa showcases her designs across the country.

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