

# MYER MY STORE

Embargoed until 12AM, Sunday 6 November, 2022

## MYER CELEBRATES DISNEY 100 YEARS OF WONDER UNVEILING 67TH SEASON OF ICONIC CHRISTMAS WINDOWS STARRING THE WORLD'S MOST ICONIC CHARACTERS

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*For 100 years, Disney stories have unlocked a special kind of wonder in our lives, which has now been brought to life across the wondrous Myer Christmas Windows*

In celebration of Disney's 100<sup>th</sup> anniversary, **The Walt Disney Company's** renowned classics have been brought to life in the 67th year of **Myer's** iconic **Christmas Windows**, bringing nostalgia and celebration to the Myer Bourke Street flagship from Sunday, 6 November.

Over 12 months of preparation and planning has gone into the 6-window storyboard, featuring scenes from Disney films across the past 100 years. Myer, together with Stage ONE productions, worked tirelessly to bring the magic of Disney to life, with traditional workmanship and modern technology.

Highlights include;

- 40 characters, including the iconic Disney Mickey Mouse, Peter Pan, Mary Poppins, and Simba from Disney's *The Lion King*.
- Sophisticated robotics power scene changes including the transformation into Elsa's coronation from Disney's *Frozen* which will be repeated 35,000 times throughout the duration of the 2022 windows.
- A beautiful display inspired by Disney castles has been carefully constructed with 100 individual pieces

Featuring some of Disney's most-loved characters, the Myer Christmas Windows feature scenes including; **Mary Poppins** riding the carousel with Bert and the Banks children, **Mickey and Minnie** soaking up the sun, sea and sand on their Hawaiian Holiday, the coronation of **Elsa from Disney's Frozen**, **Peter Pan** taking Wendy and her brothers on a magical flight across the London night sky, **The Lion King's Simba, Nala, Timon, Pumba, Zazu**, and **Rafiki** on Pride Rock, and the famous Disney Studios opening sequence featuring **Tinker Bell**.

The Myer Christmas Windows have been synonymous with Australian Christmas tradition since 1956 and are open from Sunday, 6 November until Friday, 6 January 2023.

### **Quotes attributable to Myer's Executive General Manager of Stores, Tony Sutton:**

*"We're excited to be bringing the magic of Disney to Myer for all to enjoy. This year our iconic Christmas Windows showcase magical scenes from the most memorable Disney*

*films from the past century, celebrating their unique storylines and much-loved characters.*

*"Our Myer Christmas Windows have brought magic and joy to the lives of many Australians and we know that these will be some of the best yet.*

*"We look forward to welcoming customers, and seeing their smiles and delight while they experience Christmas at our flagship store; from the Christmas Windows, to Australia's home of gifting, Giftorium, to Santaland. All of our team are dedicated to making a visit to Myer a memorable one."*

**Key Dates:**

Myer Christmas Windows opening:

**Sunday, 6 November**

Myer Christmas Windows closing

**Friday, 6 January**

\*Myer Windows will be open to the public daily from 7:30am until 10.00pm\*

**SOCIAL:** @Myer #MyerChristmas #TheSeasonIsTheReason | @disneyaunz

**For more information, images or video footage – please contact:**

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**About Myer:**

Myer operates 58 department stores across Australia, as well as our online business: myer.com.au, and with our team members, we are committed to being Australia's favourite department store. Our merchandise offer includes core product categories: Womenswear; Menswear; Childrenswear; Beauty; Homewares; Electrical Goods; Toys and General Merchandise. The majority of Myer's operations are in Australia and encompass Myer department stores, sass & bide and Marcs and David Lawrence. In addition to our Australian operations, we have a sourcing office located in Hong Kong.

**About Disney**

**Disney 100 Years of Wonder** is a celebration of the rich legacy of storytelling and immersive experiences that have been a hallmark of the company since its founding. Disney100 is the largest celebration in company history, offering fans new and exciting content, experiences, and collections that celebrate Disney's past, present and future. The Disney100 Celebration showcases how wonder connects people around the world and transforms moments into memories that last a lifetime.