

A sweet collaboration: Sugar Republic and Myer

September 2018

Sugar Republic has today announced they will partner with Myer to re-launch their unique Insta-Museum in two Myer stores from 2019.

The pop-up Insta-Museum, first launched in Melbourne's Fitzroy for just eight weeks, was a sell-out event, attracting over 25,000 ticket buyers.

The museum fast gained a reputation among millennials and families as the must-have ticket in Melbourne.

Sugar Republic will launch their Insta-Museum at Myer's flagship Melbourne and Sydney stores from February 2019, creating a world of fun-filled, sweet sensations on the sixth floor of each store.

Created by Australian owned company Creative Nation, the firm is headed up by Allison Jones and Paul Matthews. A UK expat with a love of iconic confectionery, milk bars and quirky museums, Ms Jones has collaborated with local artists and food creatives to put a unique spin on the ordinary.

"We have always had a love for sweet treats and this event has captured the desire for nostalgia and a return to the fun-filled days of innocence", comments Ms Jones.

"We're thrilled with the response to the Sugar Republic concept and partnering with Myer brings a whole new level of excitement. We will be adding new rooms and next level interactive eye candy and look forward to bringing it alive with one of Australia's most loved retailers."

Allison Jones



SUGAR REPUBLIC



Sugar Republic at Myer will feature sensory activities including a giant pastel ball pit and confetti shower and allows visitors to sample edible treats as they explore the design-led space.

Throughout Sugar Republic, ticket-holders will find backgrounds and interactive installations for Instagram-perfect moment.

Sugar Republic at Myer will also see the launch of a Sugar Republic dessert bar and a merchandise store themed around the brand's sense of fun and sweetness.

Iconic Australian confectionery and sweet brands including Arnott's, Wizz Fizz, and Hubba Bubba will all be part of the experience.

Myer's Director of Retail Operations, Tony Sutton, said:

"We are excited to join in this exclusive partnership with Sugar Republic - truly the sweetest retail collaboration of them all!"

"This event is a great example of modern retailing and activation, and we are confident that it will be an absolute hit with customers. Customers will be able to purchase iconic confectionery, while being able to capture unforgettable Instagram moments," Mr Sutton said.

Prior to launching with Myer, Sugar Republic will be at Valley Metro in Fortitude Valley Brisbane from 23 September, giving Queenslanders a taste of the fun.

Tickets for the Sydney and Melbourne Myer events go on sale in October.

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