

Wednesday 21 January 2026

MYER SET TO WELCOME RIHANNA'S FENTY BEAUTY BRANDS

Myer today announced that FENTY BEAUTY will join its growing stable of beauty brands, arriving in all Myer stores and online this May.

As part of this department store exclusive, Myer will range all segments of the FENTY BEAUTY BRANDS, including FENTY BEAUTY, FENTY SKIN, and an exclusive Australian retailer launch of FENTY EAU DE PARFUM.

The arrival of FENTY BEAUTY forms part of a broader partnership between Myer and Kendo Brands.

Myer Chief Merchandise Officer Belinda Slifkas shared her excitement for the arrival of the new brands, adding that the launch of FENTY BEAUTY supports the continued transformation of the Myer beauty department to engage a younger customer base.

“We’re thrilled to introduce FENTY BEAUTY to Myer customers across Australia, in what is set to be one of our most exciting and highly anticipated launches in recent years,” Ms Slifkas said.

“Rihanna and the FENTY BEAUTY team have built a brand that truly champions inclusivity, with products designed to celebrate every skin tone and skin type. We know this commitment to diversity will deeply resonate with our customers - especially as online search data already shows they’ve been actively looking for FENTY BEAUTY at Myer.”

“The launch of FENTY BEAUTY marks a major step forward in our strategy to engage and inspire younger shoppers, and this is only the beginning for us. We’re clear on the brands we need to go after to achieve this, and we look forward to sharing more exciting announcements in the future.”

Antonius Hanegraaf, Vice President APAC of Kendo Brands, said: “This partnership marks the opening of an exciting new chapter for our brands in one of our most successful international markets. Myer is unfolding an inspiring new retail vision, and we are looking forward to bringing unique launches and viral products to all their shoppers across the country.”

Over the past 12 months, Myer has introduced 22 new brands representing 1,731 new SKUs, marking the initial stages of the most significant transformation the Myer beauty department has ever undertaken.

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