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GAP INC. PARTNERS WITH MYER TO LAUNCH IN AUSTRALIA

Renowned American casualwear brand Gap has launched in Australia, marking a new chapter for the brand.

From today, Gap is available in select Myer stores nationwide and online at myer.com.au, offering Australian customers the brand's signature modern essentials, denim, and timeless style for both men and women.

Founded in San Francisco in 1969, Gap has built a global legacy rooted in denim and effortless American style. The launch in Australia reflects Gap Inc.'s continued focus on international growth through strong local partnerships that bring iconic brands to life in culturally relevant ways.

Myer Executive Chair Olivia Wirth said the brand's introduction to the department store was a significant moment as it continues its apparel overhaul to engage younger shoppers.

"GAP's return is a major moment, and we're incredibly proud that Myer is the retail partner bringing this iconic brand back to Australian customers," Ms Wirth said.

"In recent years, GAP has re-established itself as a cultural force and is clearly resonating with a new generation, making this the ideal time to reintroduce the brand to the market.

"This launch represents a significant step for Myer as we continue to reinvigorate our brand mix to attract new customers, especially younger Australians."

The launch underscores Gap's strategy of collaborating with best-in-class partners to expand its international footprint and strengthen its connection with customers in key global markets.

For more information, visit myer.com.au.

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