

Monday 9 February 2026

MYER ACCELERATES BEAUTY TRANSFORMATION

Myer is undertaking the most significant transformation of its beauty department in the company's history, elevating its focus in the makeup category through a range of new partnerships including expanding its relationship with M·A·C Cosmetics.

With the May arrival of cult favourite Fenty Beauty on the horizon, and 22 new beauty brands added over the past year, Myer is rapidly building a powerhouse lineup of iconic makeup names to strengthen its position in the wider beauty category.

From mid-2026, Myer will become the sole department store partner for M·A·C Cosmetics, the world's number one prestige makeup brand, marking a significant milestone in Myer's beauty transformation.

This partnership builds on Myer's strong portfolio of department store exclusive brands, including BENEFIT COSMETICS and Fenty Beauty, and will elevate Myer's beauty proposition and enhance customer's shopping experiences through greater makeup-artist expertise and more immersive, service-led experiences across its beauty floors.

Myer's Chief Merchandise Officer Belinda Slifkas said the business was focused on strengthening its position in the wider beauty, fragrance and makeup categories to engage a new generation of customers, particularly younger shoppers.

"Myer is firmly focused on winning the younger beauty customer, and every move we make is anchored to that strategy," Ms Slifkas said.

"We know makeup is a great entry point for engaging new customers, before exploring other categories such as skincare, fragrance or apparel."

"Deepening our partnership with M·A·C reflects our commitment to delivering the best in global beauty, while continuing to evolve our offer for a new generation of Myer customers.

"With M·A·C's artistry and continued innovation, we're excited to bring even more expertise, energy and inspiration to our beauty floors nationwide."

As Myer continues its transformation journey, it is placing strong emphasis on expanding and elevating its makeup-services offering, creating fully immersive beauty experiences for customers.

The new service-led model will debut in full at Myer Sydney's beauty hall, which is set to begin its redevelopment in the coming months and open by the end of the year.

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