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NEW MYER EXCLUSIVE BRANDS LAND AT MYER

Myer is starting the season with a refreshed fashion portfolio, featuring a refined mix of international labels, local designers, and relaunched Myer Exclusive brands.

Following the highly anticipated arrival of TOPSHOP, Myer has also welcomed 4th & Reckless, Nobody Denim, HolidayShop, Bras N Things, Elle Zeitoune, The Wolf Gang, Sonya Moda, Kinney, Prene Bags and Kenneth Cole to its growing stable of fashion offerings.

Myer has also reinvigorated its Exclusive Brand portfolio, now comprising of five dual-gender brands, ThereAfter, BLAQ, Basque, Regatta and Grab - each designed with a clear identity, purpose and distinct customer in mind.

These new arrivals join Sportscraft, JAG, Lioness and many other fashion-forward brands launched at Myer in the past 12 months.

To coincide with the arrival of the refreshed apparel offering, Myer has released its latest fashion campaign fronted by Australian actor Olivia DeJonge, known for her roles in *Elvis* and Netflix's *The Society*.

DeJonge features in the campaign alongside hyperrealism artist Bella McGoldrick, and TikTok ceramicist, Guy Vadas – also known as Pottery Boy.

The refresh of the department store's apparel range coincides with the most significant transformation of Myer's beauty department.

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. -artist expertise and more immersive, service-led experiences across its beauty floors.

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