MyerGroup

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MYER INVITES AUSTRALIANS TO SAY MORE THIS CHRISTMAS

Myer's 2026 Christmas campaign starts from a simple idea: it's less what you get someone, and more that you get them.

The campaign was developed by Myer Creative Director Kristen Hancock with support from Howatson + Company.

The Christmas film and campaign celebrate the time we spend with family and friends, and how the art of gifting can bring us closer.

Set around a long summer Christmas lunch, the campaign captures those everyday moments of sharing. A granddaughter painting her grandmother's lips red. Two boys who won't let go of their teddy bears. A daughter trying on her mum's sunglasses. Each moment then reappears as a beautifully wrapped Myer gift with a handwritten note, from 'Because a red lip has always been your beauty signature' to 'To Mum, something special for you x'.

Say More with Myer is now live with 30 and 15 second films, and will run through the festive season across TV, YouTube, outdoor, social, radio and online, including placements across major train stations in Sydney and Melbourne and a Christmas takeover of myer.com.au.

Myer Chief Customer Officer, Amanda McVay, said Christmas this year is being celebrated across every part of the business.

"This year we wanted every part of Myer telling the same story, from the campaign on screen to the gift wrap at the counter.

"Say More with Myer is built on something we all know to be true. The gifts people remember aren't always the biggest or the most expensive. They're the ones that show someone was paying attention.

"That thinking has shaped how we've approached the whole season, from expanding Giftorium to three flagship stores for the first time, to bringing back our Gifticians and making personalisation part of the experience. We want Myer to be the place Australians come to find that gift, with the range and the expertise to help them do it."

MYER GIFTORIUM 2026

Myer's dedicated Christmas gifting destination, Giftorium, returns this year bigger than it has ever been. Melbourne, Sydney and Perth city stores are hosting more brand activations than ever before, spanning almost 9000 square metres across the three stores.

Giftorium also rolls out to Myer stores nationally and online from Sunday 18 October.

Personalisation is a big part of Giftorium this year, with shoppers able to add a name to a KitKat in every Myer store, and print their own photos onto wrapping paper, stockings and Santa sacks in the flagship stores. Myer's Gifticians are also back in the flagships to help customers find the right gift for everyone on their list.

New brands joining Giftorium include Fenty Beauty, Parfums de Marly, Versace and R.M.Williams, while Rodd & Gunn, Sheridan, Seed and All Kinds pop-ups are in more stores than ever. Shoppers can also stop by tastings from Nespresso, Ninja, Ester Spirits and Rodd & Gunn coffee in selected stores throughout the season.

Myer's Christmas charity bears also return this year as Evie and Ethan. The bears lead a wider charity collection of matching family pyjamas, baubles and treats, with five per cent of all Myer Community Fund sales donated to The Salvation Army to support Australians and communities in need.

This year Giftorium is organised into 12 gift themes, including three new destinations: Myer Food Mart, Gifts for the Foodie and Gifts for Wellness.

- **Gifts for Her:** beauty gift sets, fragrance and the Myer Little Box of Beauty
- **Gifts for Him:** fragrance, wallets, belts, socks and gift packs, plus the new Tee Bar
- **Gifts for Kids:** toys, games and pyjamas from LEGO, Jellycat, Bluey, Pokémon and Barbie
- **Gifts for Wellness: The Pamper Shop:** bath and body, sleepwear and electrical beauty
- **Gifts for Scent Lovers: The Scent Shop:** fragrance gift sets, candles and diffusers
- **Myer Food Mart:** chocolates, sweets and flavours from around the world
- **Gifts for the Foodie:** alcohol gifting, barware and entertaining essentials
- **Feel Good Gifts:** the Evie and Ethan charity collection
- **Countdown to Christmas:** food and beauty advent calendars
- **Stocking Fillers:** gifts under $10, $20, $30 and $50
- **Gifts for the Christmas Enthusiast:** matching family pyjamas and festive accessories
- **Summer Shop:** beach, swim and outdoor entertaining

SANTALAND

For families, Santa returns for his annual stay at Santaland in 18 Myer stores nationally, opening first at Myer Melbourne, Sydney and Perth on Friday 6 November, followed by Adelaide on Saturday 14 November, Hobart on Saturday 21 November and all remaining stores on Wednesday 2 December.

- **VIC:** Melbourne, Chadstone, Northland, Southland, Ballarat, Bendigo
- **NSW:** Sydney City, Miranda, Penrith, Albury, Dubbo, Wagga Wagga
- **QLD:** Carindale, Toowoomba
- **SA:** Adelaide
- **WA:** Perth
- **TAS:** Hobart, Launceston

Bookings are essential for all Santaland experiences and can be made via the Myer website.

CHRISTMAS LIVERY BY ALICE OEHR

Wherever customers shop this Christmas, from Giftorium to Santaland, they'll see the work of Melbourne artist and designer Alice Oehr. Commissioned to create Myer's 2026 Christmas livery, Alice has illustrated the objects we love to give and receive, from candles and perfume bottles to mince pies and wrapped presents.

Her designs appear across Myer's Christmas shopping bags, gift wrap, gift cards and team uniforms in stores nationally.

Key Dates:

Giftorium flagship stores (Melbourne, Sydney and Perth): **Now Open**

Giftorium (all stores nationwide): **Sunday 18 October**

Santaland Melbourne, Sydney and Perth opening: **Saturday 7 November**

Santaland Hobart opening: **Saturday 14 November**

Santaland (remaining stores nationwide): **Wednesday 2 December**

Campaign stills and TVC available here.

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