

Friday 20 March 2026

## LUXURY SKINCARE & BEAUTY BRANDS JOIN MYER

Luxury skincare lovers will soon be able to shop their favourite high-end skincare brands at Myer, with the upcoming arrivals of La Mer, Swiss Perfection, and Guerlain.

These additions will join avant-garde skincare brand, Helena Rubinstein, which launched at Myer earlier this year.

Myer's Chief Merchandise Officer Belinda Slifkas welcomed the new brands and added that they play a pivotal role in strengthening Myer's growing skincare offering.

"We're incredibly excited to welcome four of the world's most iconic luxury skincare brands to Myer," said Ms Slifkas.

"Introducing La Mer, Helena Rubinstein, Swiss Perfection and Guerlain marks a significant step forward in strengthening our skincare and beauty offering.

"Skincare represents the greatest opportunity for growth within our beauty business, and we are focused on continuing to expand our luxury skincare offering, to complement our existing mix of both accessible and prestige brands.

"Each of these new brands will be showcased in bespoke shop-in-shop experiences in both Myer Sydney and Myer Melbourne, complete with dedicated treatment spaces that allow customers to experience the best of luxury beauty."

La Mer ANZ's Brand General Manager Mariko Rex said, "We're proud to partner with Myer in elevating the luxury skincare experience for Australian consumers. Their commitment to premium environments, dedicated treatment spaces and service excellence makes Myer a natural destination for the world's most iconic luxury skincare brands."

Swiss Perfection will make its Australian debut exclusively at Myer, as the brand's first department store partner in market.

Global CEO Renaud Divisia said: "At Swiss Perfection, we are proud to partner exclusively with Myer for our Australian debut. Backed by over 28 years of research and development, our brand is rooted in cutting-edge Swiss cellular science, including our signature Cellular Active IRISA® technology and advanced bio-active formulations inspired by exosome research."

In addition, Myer will introduce two distinguished beauty maisons: Carolina Herrera Beauty and Rabanne Beauty. Celebrated within the world's most prestigious department stores, including Harrods and El Corte Inglés, their arrival marks an exclusive Australian debut for Myer.

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