

Thursday 5 February 2026

MYER TO BRING TOPSHOP TO THE RUNWAY

Myer has today announced it will host the *TOPSHOP at Myer Runway* as part of PayPal Melbourne Fashion Festival, with a stand-alone runway show on the evening of Thursday 26 February.

The *TOPSHOP at Myer Runway* will showcase the brand's latest collection, which has recently arrived exclusively instore at Myer and online at myer.com.au. Guests will also enjoy an exclusive preview of upcoming pieces set to launch in the months ahead.

Bringing together TOPSHOP's unmistakable London aesthetic with a fresh Australian perspective, the runway will create a moment to celebrate TOPSHOP's return.

Complimentary tickets will be offered to MYER one members during an exclusive 24-hour early-access window beginning 9 am, Thursday 5 February. Remaining tickets will then be released free-of-charge to the general public via Myer's social channels and the festival's website.

Myer Chief Marketing Officer Clarabella Burley said the event marks an important moment for Myer, being TOPSHOP's first runway in Australia.

"Our customers have been incredibly excited about TOPSHOP launching exclusively instore at Myer, so we wanted to harness that excitement to create a moment worthy of the brand's relaunch into Australia," Ms Burley said.

"TOPSHOP is known for putting on great runway shows across the world, so it's very exciting that Myer is bringing TOPSHOP's first runway show down under.

"As we continue to elevate our fashion offering, this is just the start of creating immersive and large-scale experiences for our customers."

PayPal Melbourne Fashion Festival Chief Executive Officer, Caroline Ralphsmith, said the *TOPSHOP at Myer Runway* is a highly anticipated addition to the Festival's 30th anniversary programme, which takes place from 14 – 28 February 2026.

"TOPSHOP has long held a special place in the fashion consciousness of Australian consumers, so hosting the brand's first Australian runway at PayPal Melbourne Fashion Festival thanks to Myer is incredibly exciting," Ms Ralphsmith said.

"This stand-alone *TOPSHOP at Myer Runway* celebrates the return of a truly iconic global brand to Australia, while also reflecting the Festival's role in bringing together international fashion moments and local audiences in a uniquely Melbourne way. We're thrilled to see TOPSHOP's unmistakable London aesthetic come to life at the Festival."

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