

20 August 2025

Myer teams up with Global Retail Brands to launch 136 homeware concessions

- **40 concessions for both THE CUSTOM CHEF and THE COOK SHOP brands will open over the next five weeks, totalling 80 stores across mainland Australia**
- **56 salt&pepper concessions to open in Myer stores nationally from Father's Day onwards.**

Global Retail Brands (GRB), Australia's leading developer of specialty retail homewares brands and the operator of THE CUSTOM CHEF and THE COOK SHOP, is proud to announce a major retail expansion through a new concession store partnership with iconic national retailer, Myer.

THE CUSTOM CHEF and THE COOK SHOP stores will launch in 40 Myer department stores. The rollout is well-progressed, with fourteen concessions now open and offering their signature high-quality cookware ranges to customers.

With a shared commitment to culinary excellence, both brands offer curated collections that blend functionality, precision and timeless style that inspire confidence in both seasoned chefs and passionate home cooks. THE CUSTOM CHEF concession stores will feature an extensive selection of Baccarat precision knives and knife blocks.

This strategic rollout marks a key milestone in GRB's expansion strategy. Through its partnership with Myer, GRB is elevating the presence of THE CUSTOM CHEF and THE COOK SHOP in leading retail locations, reinforcing its commitment to making premium cookware more accessible to Australian homes nationwide.

Earlier this year, GRB acquired the brands and operating assets of leading Australian tabletop business, salt&pepper. As part of its ongoing investment in the brand's growth, GRB will open salt&pepper concession stores in all 56 Myer locations nationwide, offering customers beautifully curated tabletop products that enhance Myer's in-store homewares offering. These stores will be opened after Father's Day on 7th September.

Belinda Slifkas, Chief Merchandise Officer at Myer said:

"Homewares is a cornerstone of our customer offering—hugely popular with our Myer One members and a category where our exclusive brands are performing well."

"By forging strategic partnerships like this, we unlock the power of our national footprint for suppliers, while curating a compelling mix of sought-after brands for our customers."

"THE CUSTOM CHEF, THE COOK SHOP, and salt&pepper are household names in homewares, and their arrival as concession partners elevates both our product range and the in-store experience—bringing even more inspiration to every Myer visit in store and online."

Steven Lew, Chairman and CEO of Global Retail Brands said:

"Our partnership with Myer marks an exciting new chapter of growth for THE CUSTOM CHEF, THE COOK SHOP and salt&pepper, bringing three homegrown brands into an iconic Australian retail destination."

MyerGroup

“We’re committed to meeting our customers where they like to shop, and Myer’s extensive footprint creates a perfect platform that enables us to reach even more Australian homes.

“Concession stores have long been a success story for department stores and retail brand owners, particularly in beauty and apparel. THE CUSTOM CHEF and THE COOK SHOP have enjoyed tremendous success in speciality and department stores internationally. We’re proud to partner with Myer and be the first to introduce this concept on home, with a focus on offering innovation of product.”

This partnership builds on a strong global foundation of over 300 international concession stores under THE CUSTOM CHEF and THE COOK SHOP brands and complements GRB’s existing network of 300 homewares stores across Australia.

As GRB continues to grow, it remains focused on expanding brand reach through innovative store formats, strategic partnerships and creating products Australians love to use and proudly display in their homes.

ENDS

MYER

JACQUIE

**Just
Jeans**

portmans

dotti

sass & bide

**Jay
Jays**

MARCS

DAVID LAWRENCE