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Myer One Goes Beyond the Department Store – Now Live Across Just Jeans, Jay Jays, Dotti, Portmans and Jacqui E

Apparel Brands Customers Now Eligible for MYER one Rewards Across 600+ Fashion Stores Nationwide

In a major move set to reshape customer loyalty in Australian retail, MYER one has officially expanded beyond the Myer department store network for the first time. The loyalty program is now available across all Apparel Brands stores, including Just Jeans, Jay Jays, Dotti, Portmans and Jacqui E.

This bold step takes the power of MYER one into more than 600 new fashion locations, giving millions of Australians more opportunities to earn and redeem rewards where they already love to shop.

Launched on 1 August, this expansion marks a significant milestone in the evolution of MYER one, one of Australia's largest and most awarded loyalty programs with more than 4.6 million active members. Early results have shown strong uptake, with over 50 percent of Apparel Brands sales since launch attributed to a MYER one member.

This rollout is the first in a series of planned initiatives to evolve and extend the MYER one program. It builds on a five-year transformation that has seen MYER one recognised globally for innovation and impact, including winning the 2025 International Loyalty Program of the Year at the International Loyalty Awards

Geoff Ikin, Myer Chief Customer Officer, said:

"Our market leading loyalty program is a highly strategic asset with enormous potential which we're now beginning to unlock.

We know almost 40 per cent of Apparel Brands customers are active MYER one members and a little over 20 per cent of MYER one members shop at Apparel Brands so there's a lot of opportunity to increase sales across the Myer Group.

It also provides a step change for Apparel Brands to leverage the program's analytical capability, giving greater customer insights and offering new personalisation experiences.

This expansion is one of number of changes being introduced in the coming months as part of an ambitious plan to grow membership, enhance the program for customers and increase revenue from member spend."

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MYER

JACQUI·E

Just
Jeans

portmans

dotti.

sass & bide

Jay
Jays

MARCS

DAVID LAWRENCE