



Myer Welcomes Back Sportscraft and JAG

31 July, 2025

Myer is proud to welcome back iconic Australian brands, **Sportscraft** and **JAG**, to its portfolio. Their return forms part of Myer's ongoing strategy to optimise brand curation, elevate the in-store experience, and strengthen leadership in the apparel category.

From August 2025, customers will be able to shop Sportscraft in 20 Myer locations across Australia, offering both womenswear and menswear. In September, JAG will follow with a rollout of womenswear in 12 stores and both brands will be available online.

The new Sportscraft concept reflects a refined, modern take on timeless dressing, combining clean lines, elegant tailoring and effortless Australian style. Meanwhile, JAG reintroduces its signature heritage red with a renewed focus on denim and relaxed, youthful fashion for the everyday wardrobe.

Belinda Silfkas, Chief Merchandise Officer – Myer said:

"Sportscraft and JAG are brands synonymous with Australian style and are coming back to Myer with modern relevance. They represent quality, longevity and we know our customers and team members will embrace their return."

"This renewed partnership complements Myer's broader store renewal and merchandising strategy, ensuring the right brands are delivered in the right locations, enhancing the customer experience, driving footfall, and supporting continued growth."

Elisha Hopkinson, CEO – APG & Co. said:

"This is a proud milestone for both brands and for APG & Co. The return to Myer reflects not only strong customer demand, but also a shared commitment to long-term growth, relevance, and retail excellence."

"With Myer's national reach and renewed focus on brand curation, we're confident this partnership will unlock new opportunities for Sportscraft and JAG — reconnecting with loyal customers while reaching a new generation of Australian shoppers."

The return of Sportscraft and JAG strengthens Myer's position as a leading destination for Australian fashion, while extending accessibility to some of the country's most enduring and loved labels.

About The Myer Group:

The Myer Group operates a network of over 750 department and specialty stores across Australia and New Zealand, powered by over 17,000 dedicated team members. At the heart of the business are over 50 Myer department stores across Australia, complemented by our online store: myer.com.au. Myer's comprehensive merchandise offering spans essential retail categories: Women's and Men's Fashion, Children's Clothing, Beauty and Cosmetics, Homewares, Electronics and Toys.

About APG & Co

APG & Co is the proud home of three of Australia's most iconic fashion brands—Sportscraft, SABA and JAG operating across a network of standalone stores, department store concessions, and a growing online presence.

Founded in 1914, Sportscraft is one of Australia's oldest fashion brands, known for its modern classic style, quality craftsmanship and effortless everyday wear. Established in 1965, SABA is synonymous with sleek tailoring, refined design and considered wardrobe essentials, catering to the confident, contemporary customer. Launched in 1972, JAG has a rich heritage in Australian denim culture and today blends relaxed lifestyle fashion with a youthful, laid-back attitude. With a passion for great product, strong partnerships, and sustainable progress, APG & Co continues to shape the future of Australian fashion with confidence and care.