

Friday 7 November 2025

Myer celebrates 70 years of Christmas windows magic with the LEGO Group

To mark the 70th anniversary of the Myer Christmas Windows, Australia's favourite department store has teamed up with the LEGO Group for a spectacular display capturing the magic and joy of the festive season.

Showcased over six of the iconic Bourke Street store windows, this year's Christmas tale tells the story of how a child's letter (and wishes) travels, with the help of a cheeky elf, from a Melbourne post office all the way to Santa's North Pole Workshop.

Children and adults will be taken on a magical journey constructed from almost 500,000 LEGO® bricks with stops along the way at: Melbourne Post, Santa's sorting room, his workshop, the present wrapping room, ending back in Australia with a spectacular reindeer flight on Christmas Eve.

The windows will have a distinctly Melbourne flair, with a cast of over 700 LEGO minifigures attending Carols By Candlelight at the Sidney Myer Music Bowl and making preparations for the MCG's Boxing Day Test.

This year, the smaller side windows at the Bourke Street Mall entrances will also have LEGO creations, celebrating the many themes of the Christmas windows that have previously been displayed.

Myer Executive Chair Olivia Wirth said: "Myer's Christmas windows have delighted and created moments of magic and joy for generations since they were launched in 1956.

"Visiting the windows is a much-loved Christmas tradition for many families and last year were viewed by more than one million people.

"This year's story celebrates the joy of play, nostalgia and imagination and we're delighted to have partnered with the LEGO Group to bring this activation to life to create wonderful memories this Christmas."

General Manager - Australia & New Zealand at the LEGO Group, Troy Taylor said:

"Having grown up in Geelong, I have such fond memories of catching the train to Melbourne and visiting the Myer Christmas Windows with my family, so it is a real privilege to now see the LEGO brand as part of this beloved tradition.

"At the LEGO Group we believe play has the power to connect people of all ages, and this collaboration with Myer brings that belief to life through a story that celebrates imagination, and creativity through the power of play."

A Playful LEGO Christmas Story has been brought to life through the narration of LEGO play ambassador Hamish Blake and the creative and technical wizardry of Stage One's Creative and Technical Director, John Kerr, LEGO master builder Peter Donner and LEGO Certified professional Ryan "The Brickman" McNaught.

Stage One's John Kerr said: "To collaborate with the LEGO Group on the 70th anniversary windows are one of the highlights of my 32-year career of working on the Myer Christmas Windows."

LEGO Master Builder Peter Donner said:

"Bringing this year's story to life has been a true labour of love. Every brick plays a part in capturing the magic of Christmas, from the twinkle in Santa's eye to the sparkle of the Melbourne skyline. It's been incredible to see the team's creativity and craftsmanship come together to build something that will inspire imagination and joy for visitors of all ages."

The experience continues in The Basement at Myer Melbourne, where families can immerse themselves in the LEGO® Christmas Playland, an interactive wonderland designed for creativity and hands-on fun.

The activation will feature interactive LEGO build zones, photo moments and limited-edition LEGO Christmas creations, inviting visitors to experience the joy of play and creativity firsthand. The Basement activation runs from Saturday 8 November up to and including Christmas Eve.

The Myer Christmas Windows will be on display every day from Saturday 8 November until Sunday 11 January, 2026.

Fast facts about the A Playful LEGO Christmas story:

- 12 months of planning taking in teams from across the globe, with collaboration across the LEGO Group spanning from global headquarters through to the local team in Australia.
- A total of 488,215 LEGO bricks used in the construction including over 40 colours, and all manner of LEGO bricks, plates and tiles, curved pieces, and even newly introduced elements
- Animated brick builds include elves painting toys, the one of a kind WRAP-O-MATIC gift wrapping machine and Santa's sleigh.
- A limited-edition LEGO make and take, of a Christmas inspired kangaroo will be free to build and take home at the activation and exclusive to MYER Melbourne – the only place to find them in the world!
- More than 1700 work hours have gone into the Lego elements of the display

[Dropbox link](#) to images of the Myer Christmas Windows reveal and behind the scenes vision of the Lego builds.

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