

Monday 30 March 2026

NEW BEAUTY GENERAL MANAGER JOINS MYER

Myer today announced the appointment of Isobel McNally as its General Manager Merchandise – Beauty, who commences with the business today.

Isobel brings deep experience across the beauty category, most recently serving as General Manager, Merchandise at MECCA.

Myer Chief Merchandise Officer Belinda Slifkas said Isobel’s appointment is an important step as the retailer continues to focus on its beauty transformation.

“We are thrilled to welcome Isobel to Myer as we continue to elevate and expand our beauty offering,” Ms Slifkas said.

“Isobel is an exceptional leader with a strong track record in driving category growth and building meaningful brand partnerships.

“She has an extensive background in brand curation, category leadership and supplier partnerships, along with a strong understanding across prestige, luxury and emerging beauty segments.

“Her depth of experience, commercial acumen and customer-first mindset make her an outstanding addition to our Merchandise leadership team.”

Isobel McNally shared her enthusiasm for joining Myer and leading its continued focus on beauty.

“I am thrilled to be joining Myer as General Manager of Beauty. Myer is an iconic brand that holds a deep and enduring place in the hearts of Australians, and I feel privileged to be part of its next chapter,” Ms McNally said.

“I’m excited to play a role in accelerating its transformation, and I look forward to working with the team to elevate the beauty experience for customers.”

Isobel will oversee the rollout of several new premium and luxury beauty and skincare brands recently announced by Myer including La Mer, Guerlain, Swiss Perfection, Carolina Herrera Beauty and Rabanne Beauty, which will join alongside Fenty Beauty which launches at Myer in May.

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