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MYER UNVEILS ONE OF AUSTRALIA'S BIGGEST BEAUTY DESTINATIONS

Construction has begun on the multimillion-dollar redevelopment of the Myer Sydney Beauty Hall creating one of the biggest beauty destinations in Australia offering almost 4,500 square metres of makeup, fragrance, services and experiences across two levels.

The ground floor beauty hall has been completely redesigned, with beauty to take up the entire existing ground floor, tripling the space currently dedicated to beauty, as well as expanding onto the store's mezzanine level with a new wellness zone featuring hair, bath and wellness products.

Designed by Greater Group, the new beauty hall design draws inspiration from Sydney's coastline and city, featuring luxurious finishes and will be divided into distinct zones.

The ground floor of the Myer Sydney Beauty Hall will be home to makeup, fragrance and skincare, completed by dedicated zones for both gifting and 'beauty to go' products, alongside an expanded suite of in-store services.

On the mezzanine level, the wellness zone has been designed as a warm and intimate retreat with a wide range of hair, bath and wellness products.

Upon completion at the end of the year, the Myer Sydney Beauty Hall will have more than 200 services on offer across 11 private treatment rooms, two semi-private skin studios, a beauty play bar and an on-floor masterclass space, ranging from luxury and express facials, skin diagnosis and consultations, makeup application and wellness treatments, to eyebrow and lash services.

Other services will include nail treatments alongside cocktails and champagne at SOAK, clinical skin experiences from The Skin Bar, express skin services from Shark Beauty, and a soon-to-be-announced blow-dry bar partner.

Myer Executive Chair Olivia Wirth said the redevelopment of the Sydney Beauty Hall represented one of the most exciting steps in the company's transformation.

"Beauty has always been a cornerstone of Myer, and the redevelopment of the Myer Sydney Beauty Hall is our commitment to taking that to a new level," Ms Wirth said.

"We know our customers want more than a transaction - they want to discover, to be inspired, and to indulge in an in-store experience that feels truly special.

"With over 200 expert services to be offered alongside a curation of world-class brands, we're creating a destination that puts the customer at the centre of everything. Sydney is just the beginning, with this approach paving the way for the future of beauty at Myer."

Myer Sydney will become home to over 18 new brands that are launching at Myer this year, including coveted luxury skincare names such as La Mer and niche fragrance houses like L'Artisan Parfumeur, further elevating Myer's offering and giving customers access to some of the world's most sought-after beauty labels under one roof.

Myer's new approach to beauty will progressively roll out across the store network, delivering world-class beauty experiences nationwide that combine elevated services, inclusivity and visibility, and will position Myer as a leader in beauty experiences.

MyerGroup

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FULL LIST OF NEW BRANDS:

- Kilian
- Balmain
- L'Artisan Parfumeur
- Votary
- Dr Vranjes
- Tiziana Terenzi
- Gritti Fragrances
- Electimuss
- Atelier De Ors
- OJAR
- Caron Paris
- Nicolai
- Annick Goutal
- Essentials Parfum
- Max Mara
- La Mer
- Helena Rubinstein
- Swiss Perfection