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TOPSHOP to relaunch in Australia, exclusively instore at MYER

Myer today announced that TOPSHOP will return to Australia, with the brand set to launch across all 56 Myer department stores nationwide, from February 2026.

TOPSHOP's relaunch to the Australian market has a renewed focus on design, cultural relevance and a modern approach to fashion, and will be available exclusively instore, as well as online at Myer.

Myer Chief Merchandise Officer Belinda Slifkas welcomed TOPSHOP's arrival, adding that the brand's introduction reflects Myer's strategy to stock brands that engage and resonate with its younger customers.

"We are thrilled to welcome one of the most iconic and globally celebrated brands to Myer and we know the London look is popular right across Australia from Perth to Bondi," Ms Slifkas said.

"As we continue to refresh and elevate our womenswear offering with globally relevant, fashion-forward labels, TOPSHOP is the perfect addition to the Myer family.

"We're seeing a growing number of younger customers choosing Myer, and with TOPSHOP's arrival, we're confident this will further strengthen our appeal and deepen our connection with this customer group."

Henrik Matthiesen, Brand Director of TOPSHOP, said: "This partnership marks an important milestone as we reintroduce TOPSHOP to the world - and now with Australia on the map. Working with MYER allows us to bring our renewed vision to the Australian market with energy, relevance and a stronger connection to how people want to dress today, all while building on TOPSHOP's iconic British heritage."

"We highly appreciate our cooperation with Myer – to us, they are the perfect partner to launch TOPSHOP with in Australia, and we are sure that their strong presence will benefit us as we re-enter the Australian market."

TOPSHOP's return to Australia follows on from recent launches of the brand in the United Kingdom, France, Ireland, and Denmark.

TOPSHOP's launch collection will be built around sharp tailoring, statement outerwear and reworked denim, alongside wardrobe staples including the brand's cult-favourite 'Jamie' and 'Joni' jeans.

In the past 12 months, Myer has welcomed back and introduced a number of new brands including JAG, Sportscraft, and Lioness across its range of women's apparel.

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