



MY STORE

24 February 2022

## MYER WELCOMES HOME BENDON LINGERIE

### BENDON LINGERIE REJOINS MYER'S INTIMATES PORTFOLIO WITH REINTRODUCTION OF THEIR FOUR KEY BRANDS

Today, Myer and Bendon Lingerie announced their stable of brands including much-loved lingerie brand, **bendon** will be returning to Myer from August 2022, along with their luxury brand **Pleasure State**, recently released **me. by bendon**, and heritage brand **Fayreform**.

With every woman in mind, Bendon Lingerie has created a product offering across their portfolio with a focus on comfort and support, along with quality design and craftsmanship.

#### Bendon

This iconic brand, which turns 75 this year, is known for their innovation and craftsmanship. Bendon is an everyday lifestyle brand that seamlessly brings together beautiful, classic and contemporary designs that focus on comfort and support.

#### Pleasure State

Brings a little bit of luxury to your everyday. This luxurious brand intrinsically links function and design, with intricate details and exquisite fabrics to create lingerie a woman can feel sensual and confident wearing.

#### me.by bendon

Recently celebrating its 1<sup>st</sup> birthday, me. by bendon is all about discovering your natural individual style. The brand's beautifully designed fashion intimates incorporate contemporary new designs and heritage styles that have been a staple in the Bendon family for decades. Designed by bendon, defined by you.

#### Fayreform

Perfecting D-G cups for over 85 years, Fayreform has always supported fuller cups and celebrated the feminine form. The inherent quality and craftsmanship in these bras, coupled with sophisticated fabrications and elegant feminine laces supports a woman unconditionally.

All four brands will be ranged across 24 key Myer stores including: Myer Melbourne, Myer Sydney, Myer Adelaide, Myer Brisbane and Myer Perth, as well as online. Customers can find their perfect fit using the one-on-one in-store fitting services, or the online step-by-step size and style guide.

#### **Quotes attributable to Myer's Group Manager for Womenswear, Beauty, Intimates & Accessories, Annabel Talbot:**

*"We are so thrilled to be welcoming Bendon Lingerie back to Myer. Each of the four brands has their own distinct take on quality, style and comfort, and we know our customers will love this fresh new injection to our already popular portfolio of intimate apparel brands."*

*"Myer is trusted by customers for our product offering, experience and service, and that's why we are seeing more and more brands choose to call Myer home."*

# MYER

## MY STORE

### **Quotes attributable to Bendon Group CEO, Anna Johnson:**

*“It is with great excitement that we announce that we are returning to Myer later this year. Our customers love the service that Myer is renowned for, and ranging with them really is a natural fit for us – it is like we are returning home.*

*“Our unrivalled expertise in innovation and comfort is what sets us apart, and we know our Australian customers will be thrilled to see four of our brands back in Myer stores around the country.*

*Customers will be able to find our four leading brands across twenty-four stores and online, and we look forward to serving customers from August 2022.”*

**-Ends-**

### **About Bendon:**

Bendon Lingerie is a world leader in intimate apparel with a portfolio of luxurious lingerie brands distributed across Australia, NZ, UK and Europe. In Australia and New Zealand Bendon has a growing network of 59 company-owned Bendon Lingerie Retail and Outlet stores, for women to indulge themselves with intimate apparel and exceptional customer service.

Bendon’s global supply chain is one of the brand’s strongest assets, controlling sourcing, manufacturing and production, at over 30 partner facilities across Asia. Bendon has more than 400 staff across offices and stores in Australia and New Zealand and continues to leverage its strong supply chain as it expands its reach globally.

### **About Myer:**

Myer operates 59 department stores across Australia, and with our team members, we are committed to being Australia’s favourite department store. Our merchandise offer includes core product categories: Womenswear; Menswear; Childrenswear; Beauty; Homewares; Electrical Goods; Toys and General Merchandise. The majority of Myer’s operations are in Australia and encompass Myer department stores, sass & bide and Marcs and David Lawrence (MDL). In addition to our Australian operations, we have sourcing offices located in China and Hong Kong. Myer’s online business is a significant asset that continues to deliver strong growth, now representing our largest store by sales.

Our loyalty program, MYER one, has more than five million membership cards in circulation. Members earn Credits on purchases at Myer that convert into Reward Cards on a quarterly basis. For every \$1,000 spent at Myer, Members receive a \$10 Reward Card. Members can also earn MYER one Credits at MYER one affiliates and on purchases made with the Myer Credit Card. Further details about the MYER one program are available at: [myerone.com.au](http://myerone.com.au).

### **Myer Media contact:**

Harry Stechman, Public Relations  
Email: [harry.stechman@myer.com.au](mailto:harry.stechman@myer.com.au)  
Mob: 0433 986 924

### **Bendon Media Contact:**

Angela McCann, Mango Communications  
Email: [Angela.McCann@thisismango.com.au](mailto:Angela.McCann@thisismango.com.au)  
Mob: 0414 330 879