

CHRISTMAS 2021

MYER'S TALENTED GIFTICIANS HELP AUSTRALIANS 'UNRIDDLE CHRISTMAS'

WITH THE BEST EXPERIENCES, PERSONALISATION, GIFTING IDEAS & POP-UPS

This year the talented Myer Gifticians are here to 'Unriddle Christmas' wishes at the worldclass Myer Giforium - Australia's ultimate one-stop Christmas destination that's guaranteed to have the perfect gift for everyone on your shopping list - even the most difficult and discerning. The Myer Giforium is now open to customers online and instore, along with the much-anticipated return of Santaland in selected stores from Friday 12 November.

Myer Chief Customer Officer, Geoff Ikin said;

"With our curated, one-stop Giforium there's no better and more convenient place to shop for all your Christmas needs. You can tick off your entire shopping list, have everything beautifully gift wrapped, meet Santa and entertain the family at SantaLand, all under one roof.

"Through the purchase of our Charity Bear, Monty you can give the gift that keeps giving - \$1 from each sale goes to the Myer Community Fund, along with the POS round up across our network of 59 stores nationally. The Myer Community Fund is an important initiative that supports the work of over sixty charities across Australia helping those most in need.

"With the vast Christmas range on offer in-store and online at Myer Giforium, we're here to help Australians find the perfect present and Unriddle Christmas wishes for their loved ones."

MYER GIFTORIUM 2021, HIGHLIGHTS

- **Cadbury** joins Myer's Giforium this year offering personalised Cadbury Favourites.
- **Grant Burge Wines** will have a pop-up shop in Melbourne and Sydney city stores, creating a customisable baubles for each bottle of wine purchased.
- **Interactive Star Wars installation** in Melbourne and Sydney city stores is the destination for all superheroes.
- **Exclusive partnership with Disney** ensures Myer is home to all the new and exciting products from Star Wars, Harry Potter, Frozen 2 and Disney Princess.
- **Lego** lovers, the latest Lego collectables will be available at Myer this Christmas. From Harry Potter to your favourite Superheroes, lego is the perfect gift for all ages.
- **Australiana**, Myer is celebrating all things Australian with collections from Maxwell & Williams, Emma Stenhouse x Vue, Robert Gordon x Bromley, La La Lane, Jack & Milly as well as Australian Beauty Gifts by Natio, Kora Organics, Julique and In Essence.
- **Monty**, embodying the true meaning of Christmas, **Myer's Charity Bear, Monty** will pass one dollar from every sale to the Myer Community Fund, an important initiative that supports the work of over sixty charities across Australia.

MYER GIFTORIUM 2021, GIFT THEMES

Summer Essentials

- Giftorium has all your summer essentials including inflatables, outdoor games, beach towels, umbrellas, towels and other accessories from brands including Sunnylife, Vue, Heritage House & Garden, Minnidip, Bestway inflatables, Salt & Pepper Outdoor games and X-shot water guns.

Gifts for Her

- From fragrance to scented candles, bath robes to silk pillowcases a large range of gift sets will be available at Myer. Brands include Lancome, Estee Lauder, Benefit, Marc Jacobs, Armani, Calvin Klein, Beau & Bonnie, Joseph Joseph, Wicks and Stone and Wanderflower.

Gifts for Him

- Offering the latest in tech, fashion and beauty this season is all about celebrating the gentlemen in your life. Fashionable wallets, belts and the return of our favourite sock brand, Happy Socks so he can put his best foot forward.

Gifts for Kids

- A capsule has been created to cover all kids' wishes; from playtime to back to school. Games, puzzles, slime and glitter will excite any child with unicorns and dinosaurs being the key favorites for this festive season.

Something Christmassy

- The perfect one stop shop-in-shop for everyone who loves to celebrate Christmas. Novelty matching outfits for the whole family, to the iconic Elf on the Shelf to ensure everyone is being nice and not naughty this year. For those who love to bring the spirit of Christmas to the table, there are ranges from Maxwell & Williams and Heritage to bring your table to life.

Healthy Vibes

- Healthy Vibes is the perfect gift solution for the health conscious. A range of products has been carefully curated to cover different health preferences from the beautiful bahe yoga range, to mindfulness and wearable tech from Bose.

Toast Them In Style

- Whether it be a creative cocktail made with handmade cocktail mixers from Mr Consistent or adding a Tea Tonic infusion to your drink. Sophisticated glassware from Salt & Pepper and Krosno barware items are the perfect additions for the bar.

SANTALAND

- Santa returns to Myer for his annual stint in **Santaland** opening in Melbourne on Friday 12th November, followed by Adelaide on Saturday 13th November with Sydney City, Brisbane City and Perth City opening on Friday 19th November. All other Santaland stores open on Thursday 25th November.



MY STORE

The exclusive Myer Santaland Express returns this year with a life-sized train wowing families, whisking them away on a virtual journey from Myer Central Station to the North Pole with an all-important stop in Santa's toy factory.

Bookings are essential for all experiences and can be made via the Myer website where all Covid-Safe information will be held for each state.

To find out more about Giftorium and Christmas at Myer, click [here](#) to visit the Myer Santaland website

@myer #MyerChristmas #UnriddleChristmas

Key Dates:

Giftorium opening (nationwide):

Santaland Melbourne opening:

Santaland Adelaide opening:

Santaland Sydney opening:

Santaland Brisbane opening:

Santaland Perth opening:

Santaland (remaining selected stores nationwide):

Now Open

Friday, 12 November

Saturday, 13 November

Friday, 19 November

Friday, 19 November

Friday, 19 November

Thursday, 25 November

Contact:

Gemma Sampson - It's All G

P: 0499 017 263

E: Gemma@itsallg.com.au

Claudia Hackworth

P: 0417 012 512

E: Claudia.Hackworth@myer.com.au