



MY STORE

17 August 2019

MYER ANNOUNCES INDIGENOUS MODEL SARSHA CHISHOLM AS ITS NEW YOUTH AMBASSADOR

In a show of strength and commitment to supporting young and emerging Australian talent, Myer today announced Indigenous model, Sarsha Chisholm, as its new Youth Ambassador.

This new appointment will see Sarsha feature in Myer's Spring / Summer 2019 Campaign, across: TVC, print, outdoor and digital advertising, alongside Myer Brand Ambassador, Elyse Knowles, and fellow Ambassadors Rachael Finch and Kris Smith.

While relatively unknown, 19-year old Sarsha hails from Western Australia and has modelled locally for Myer in her home town of Perth. Her natural beauty, down-to-earth nature and adventurous spirit sets her apart, making her the perfect choice to represent Australia's most loved department store.

As Myer's Youth Ambassador, Sarsha will showcase Myer's leading new and exclusive youth brands including: Warehouse, Oasis, Girls on Film and Missguided, along with popular existing brands such as: Miss Shop, Milk & Honey and One Teaspoon, all of which are on-trend, high quality and affordable.

Sarsha's proud Indigenous heritage is the Noongar peoples of the south west of Western Australia.

Quotes attributable to Myer's Chief Customer Officer, Geoff Ikin:

"We are so proud to be working with Sarsha and welcoming her into the Myer family. She is a wonderful young Australian who embodies our values and our youth culture."

"Myer has several new and exciting youth brands coming into store and online this season, which are on-trend, high quality and accessible, including Warehouse, Oasis, Girls on Film and Missguided; and Sarsha is the perfect person to showcase these brands and inspire our youth customers."

Quotes attributable to Myer's Youth Brand Ambassador, Sarsha Chisholm:

"I'm so proud to be working with Myer and representing my Indigenous community - it's an amazing opportunity and a dream come true."

"I have grown up shopping at Myer for as long as I can remember, saving up my pocket money to buy pieces from Miss Shop and a new bikini each summer. As a family, we'd also visit Myer together to do our Christmas shopping, and this is still a tradition we enjoy."

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Please see campaign images [here](#).

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