

FRENCH LUXURY LINGERIE LABEL SIMONE PÉRÈLE LAUNCHES IN MYER FOR 2022

Simone Pérèle sees 2022 as the time for expansion in the Australian market, with the luxury French lingerie label soon to be available in a range of Myer stores across Australia and online.

FOR IMMEDIATE RELEASE – Simone Pérèle are excited to announce the arrival of their latest collection into selected Myer stores around Australia and online from this February.

Commencing with an online launch in early February, Simone Pérèle will also be available across five Myer stores including the Sydney CBD, Chatswood, Melbourne, Adelaide, and Garden City. Offering a natural integration for the brand, Myer is set to tap into a new consumer base for Simone Pérèle, which will also include the Myer 1 loyalty program.

Simone Pérèle have commenced their growth strategy in the Australian market and the Myer partnership will allow for further expansion within existing markets, along with speaking to consumers in new regions through Myer's network of stores.

To ensure Myer customers are given the full luxury experience, the complete Simone Pérèle lingerie, sleepwear and loungewear offering will be available at Myer, both online and instore. Myer Melbourne will also become the largest department store corner in Australia for the Simone Pérèle brand.

"Simone Pérèle's aim is to be the world leading brand in affordable luxury lingerie and our new partnership with Myer sees us take a step closer to achieving this. We are thrilled to be launching in Myer this year and look forward to sharing our beautifully designed collections with their customer base." said CEO of Simone Pérèle Australia, Damian Burke

"We are delighted to be increasing our intimates offering, by welcoming respected international brand Simone Pérèle to the Myer stable. As a beautiful, high-quality brand with a refined offering across fit, form and function, we know their products will be incredibly popular with our customers." said General Manager Merchandise, Annabel Talbot.

Myer will have expert Simone Perele fitters in all locations to uphold their high level of quality and offer the true Simone Pérèle experience when it comes to fitting all silhouettes. Each collection will continue to showcase their expertise in fine lace, to delicate embroidery, graphic cuts and subtle see-through details that speak to the modern woman.

Each piece from Simone Pérèle is designed for real women, drawing on the notion of a creative cheekiness teamed with natural elegance from full cup shapes, through to lace underwear, sleep wear, shapewear and more – all in vibrant colourways and core staples.

For more than seven decades the luxury lingerie label has been supporting the artisanal professionals which contribute to the elegance and uniqueness of its products. With the launch into Myer, Simone Pérèle will continue to showcase the brand's unique corsetry know-how and carry on the passion and beauty of artisanal techniques that speaks to the brands heritage and values.

Simone Pérèle will be looking to be available in a further five Myer locations from August 2022.

For more information, please visit <https://www.myer.com.au/>

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About Simone Pérèle

Simone Pérèle is the French luxury lingerie label renowned for their expert craftsmanship and couture-detailing. Founded in Paris in 1948 by Simone Pérèle herself, the brands founding vision continues today, ensuring the perfect blend of comfort with style, and a true French elegance. Pérèle's children and grandchildren have carried on the family business in the same tradition, creating designs that embody femininity and highlight a self-confidence through the use of high-quality fabrics and each garment's superior fit.

Simone Pérèle specialise in lingerie fitting with a 100% fit guarantee policy, whether shopping online or in-store. All staff are specially trained corsetières, ensuring their extensive knowledge across all fabrics, bra composition and styling to fit a range of body types. Simone Pérèle offers a size range of A-H Cup and pride themselves on helping women feel their most comfortable every day.

The Simone Pérèle range is available across premium retail destinations in over 97 countries around the world.

For more information, please visit <https://www.simone-perele.com.au/>

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.