



MY STORE

18 August 2019

MYER ANNOUNCES AUSTRALIAN ICON ASHER KEDDIE AS STYLE AMBASSADOR

Myer today announced Australian actress and identity, Asher Keddie, as its new Style Ambassador.

Asher embodies the values and true essence of our brand and reflects the Myer customer perfectly – she is successful, confident, relatable and is a strong woman of style and substance.

Having grown up in Melbourne, Asher, 45 has a nostalgic connection with Myer, from shopping there as a child with her mother and grandmother, to now, introducing her own children to Myer and all the magical experiences that come with it, such as the highly anticipated Myer Christmas Windows.

This new appointment will see Asher feature in Myer's Spring / Summer 2019 campaign, across: television, print, outdoor and digital advertising, alongside Myer's newly announced Youth Ambassador, Sarsha Chisholm, Brand Ambassador, Elyse Knowles, and fellow Ambassadors Rachael Finch and Kris Smith.

With Myer adding more than 50 new and exclusive brands, such as; Veronica Beard, HUSK, Aeryne, BA&SH, Y.A.S, Rodebjer, Hansen & Gretel and Pieffer, increasing to 90 brands arriving by the end of the year, Asher is the perfect person to inspire our customers, showcase our new brand offering, and reinforce the important role Myer has played, and will continue to play, in the Australian community.

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

"We are thrilled to welcome Asher to the Myer family, she is relatable, has a timeless beauty, a genuine warmth of character and is a true reflection of our customer – successful, confident and has style and substance. We're excited to introduce her first campaign to our customers this month.

"Drawing inspiration from global fashion trends and adapting them to the Australian culture, Myer embodies contemporary, everyday effortless style. From smart work wear to the perfect piece for that special occasion. Myer puts an emphasis on flattering styles, quality fabrics, exceptional tailoring and value for money, ensuring women always feel beautiful."

Quotes attributable to Myer's Style Ambassador, Asher Keddie:

"Myer is a brand I love, and have a genuine affinity with, so I was flattered when they approached me to be their Style Ambassador. Since that time, I've reflected a lot and Myer was a really big part of my childhood, and continues to be a place that I not only like to shop at, but like to visit because it makes me feel good. It's the nostalgia of it that gets me.

“Some of my most vivid memories as a child was going to see the Myer Christmas windows. My Mum would take us each year as kids, we’d be treated to lunch and then we’d all shop together choosing gifts for family and friends. When my Grandmother travelled in to the city, we’d always meet her at the café in Myer Bourke Street – so it naturally has a special place in my heart.

“Myer was always the store we would go to find something special as children. Whether it be a gift or an outfit for a special occasion, it’s where we knew we’d find what we wanted and that still hasn’t changed. In fact, it’s all come full circle, and I now take my own children to Myer to find that something special. We had so much fun last year going Christmas shopping at the Giftorium in Sydney, and also restocking their wardrobes.

“I recently shot the campaign for Myer and I really connected with the direction and theme, it’s all about ‘The Feeling of Feeling Good’, celebrating the everyday imperfect moments and it really resonated with me. It’s about experience, not age, and the confidence that comes with that to feel good.”

Please see a selection of campaign images [here](#).

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