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150th SELLER JOINS THE MYER MARKET

Today Myer announced that its newest online venture, The Myer Market had recently passed a key milestone in its ongoing development with the successful onboarding of its 150th seller and 30,000th product.

The sites growing success can also be attributed to the expansion in the breadth of range being offered and the number of sellers on the site. Recent expansions have seen the site move into books, activewear, organic skincare, and luxury winery retreats & experiences.

Seller numbers continue to expand rapidly, with a 300 percent increase since launch. Notable partnerships have been struck with key sellers on the platform such as Lorna Jane and PetStock. In addition, a host of curated smaller design-led brands, who wouldn't normally be found in a Myer store, are also on board including: Inartisan, MiGoals, HK Living, Kiddimoto and Cedar & Stone.

Seller-wise there has been a strong and positive response, with new merchants very buoyant on the audience reach the new Myer Market platform affords them, along with the added credibility and trust the Myer brand can bring to their offerings.

Additionally, there has been positive consumer reaction to the value Myer is offering on the platform, with MYER one points available on every purchase and the ability to return products at any Myer store. Since launching in December 2017 the marketplace platform has continued to enjoy month-on-month growth, achieving 30 percent growth in the last quarter, fueled by Australian consumers' interest in online shopping and marketplace platforms such as The Myer Market.

Quote to be attributed to Mark Cripsey, Chief Operating Officer, MYER

"What The Myer Market has been able to achieve in this short period is very encouraging, reaching an important milestone with the onboarding the 150th seller and 30,000th product. Myer has moved into this new space and it's exciting to see consumers respond in such a positive way."

Quote to be attributed to Jason Wyatt, CEO, Marketplacer

"We are proud by what The Myer Market has been able to achieve to date. It has been exciting to take our eleven years of learnings and experiences with marketplaces around the world and put them into practice with The Myer Market. Our platform has been able to help Myer to quickly and effectively extend their range and offer into new categories that their customer was naturally looking for. Congrats must be passed onto Mark and the Myer executive team for having the confidence to move in this direction, we are well on the path to a really successful marketplace."

Quote to be attributed to Kate Brown, CEO & Founder, Henley & Co

“The flexibility The Myer Market has offered our business has been exceptional. We were able to be ranged and sell online on the platform within days; this is a fundamental shift away from the traditional retailer ‘merchandising/buying’ cycle and has meant we can be responsive and react swiftly to consumer demand.”

Quote to be attributed to Kristy Withers, Founder, Incy Interiors

Kristy Withers, Founder, Incy Interiors: “The response we’ve had on The Myer Market has been very strong. The platform has allowed us to reach a large consumer base really quickly and selling under the Myer umbrella gives people a lot of confidence and value. Our sales growth shows it’s clearly working!”

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Seller Background Information

HENLEY & Co

EAT.SLEEP.PLAY.REPEAT

Henley & Co offer the most luxurious and stylish bespoke dog beds and accessories. Their products are focused to complement the contemporary home whilst still providing your dog with comfort and style. Their collections incorporate a range of especially designed printed fabric and cottons as well as quality fabrics, waxed waterproofs and microsuede, with warm sherpa fleece and wool tweeds

[Click here](#) to shop Henley & Co on The Myer Market.



Incy Interiors specialises in beautiful designer furniture for babies and children. Founder, Kristy Withers decided to create Incy Interiors after a long and exhausting search to find her son Oscar's first 'big boy bed'. After an extensive search in Australia and overseas, Kristy was left frustrated and little Oscar stuck in his cot. Incy Interiors commits to providing Australians with well designed, high quality and stylish children's and baby furniture, including changing accessories, kids bedroom and nursery furniture that is not only beautiful, but also functional and affordable.

[Click here](#) to shop Incy Interiors on The Myer Market.
