

# MYER MY STORE

## COUNTRY ROAD GROUP MAKES A MOVE BACK TO MYER

19 January 2023

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Myer and Country Road Group today announced that much-loved brands: Witchery, Politix, and Mimco will launch at Myer from February 2023, followed by Country Road – including Country Road Kids and Country Road Home, and Trenerly from July 2023.

This announcement signifies the trust Myer has built within the retail industry to deliver solid outcomes for its brand partners – the return of the Country Road Group is a clear indication of Myer’s attractive proposition of creating and fostering strong, long-term strategic brand partnerships.

### **Quotes attributable to Myer CEO, John King:**

“Today’s announcement is a clear demonstration of Myer’s attractive retail proposition and reputation of fostering strong, strategic and tailored commercial outcomes that benefit our partners and customers.

“This new partnership reconfirms Myer’s position as Australia’s leading retail partner with the national reach of our store network, significantly expanded online offer and our leading MYER one loyalty program.

“Many of our customers grew up with the Country Road brand, and we know they will be excited to see it return to our portfolio, alongside Witchery, Trenerly, Mimco and Politix.”

### **Quotes attributable to Country Road Group CEO, Raju Vuppalapati:**

“As an admired Australian lifestyle brand house, showing up where our customers shop is an important strategy. The partnership with Myer, through their store network and online platform, provides an opportunity for our Brands to showcase great products to our core customer.

“We are delighted that we will be launching Witchery, Politix, Mimco in February 2023 followed by Country Road and Trenerly in July 2023.”

### **Background information:**

The rollout will initially launch with the introduction of Politix, Witchery and Mimco in selected stores nationally and online from February 2023, soon followed by Country Road and Trenergy from July 2023. The full rollout is expected to be completed during 2024.

- **Witchery** will be a new addition to Myer across 16 stores and online from February 2023, with plans for a further rollout into agreed stores from July 2023.
- **Politix** will return to Myer and launch in 11 stores plus online, from February 2023, with plans for a further rollout into agreed stores from July 2023.
- **Mimco** will launch in 10 stores plus online, from February 2023, with plans for a further rollout into agreed stores from July 2023.
- **Country Road** will return to Myer, with Women's and Men's planned to launch in 17 stores plus online from July 2023, with a further rollout into agreed stores in 2024, and Kids and Home being added for the first time with plans to launch online and across 17 key city and regional stores from July 2023.
- **Trenergy** (Women's and Men's) is planned to launch in 17 stores plus online from July 2023, with a further rollout into agreed stores in 2024.

### **About Myer:**

Myer operates 57 department stores across Australia, as well as our online business: [myer.com.au](http://myer.com.au), 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. In addition to our Australian operations, we have a sourcing office located in Hong Kong.

Our loyalty program, MYER one, has more than six million digitally contactable members. Members earn Credits on purchases at Myer that convert into Reward Cards on a quarterly basis. For every 1000 points earned, Members receive a \$10 Reward Card. Further details about the MYER one program are available at: [myerone.com.au](http://myerone.com.au).

### **About Country Road Group:**

The Group began in 1974 as a single brand - Country Road - a niche women's shirting business that has grown into Australia's first lifestyle brand renowned for stylish, high-quality apparel, accessories and homeware.

Woolworth Holdings Limited (South Africa) (WHL) secured a controlling interest in Country Road in 1998 and 6 years on Country Road was relaunched with a fresh modern identity.

In 2009, Trenergy was founded for women and men who appreciate the beauty of simple, sophisticated collections that are modern in approach and classic in style.

Three years later, Country Road acquired the Witchery Group, including the Witchery and Mimco retail brands with the strategic rationale of creating a large-scale specialty fashion group of complementary brands - and the Country Road Group was formed.

In September 2014, WHL acquired all the remaining shares in the Country Road Group and in 2016 Politix was added to the group portfolio.

For photos associated with the announcement, please click [here](#).

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