

MEDIA STATEMENT

ISSUED MONDAY 19 OCTOBER 2026

EMBARGOED UNTIL 6AM (AWST) TUESDAY 20 OCTOBER 2026



GALLERIA'S NEXT CHAPTER ARRIVES AS NEW FASHION MALL OPENS THIS NOVEMBER

From Myer and MECCA to an elevated fashion, sport and technology line-up, the transformation brings a new era of shopping to Perth's north-east.

A circa \$240 million transformation of one of Perth's best-known and most-loved shopping centres will reach a major milestone on Thursday 5 November, when Galleria's new Fashion Mall opens to the public. The opening strengthens Galleria's position as a must-visit destination for Perth's north-east.

"Our next chapter is almost here. The transformation of Galleria's Fashion Mall will deliver more choice, sought-after brands and an enhanced shopping experience for Morley and the wider north-east, creating a destination closer to home that our community can be proud of. We can't wait to welcome everyone through the doors on Thursday 5 November," says Galleria Centre Manager Allana Edwards.

FASHION MALL OFFERING

The new Fashion Mall brings together an expanded mix of Australian and international retailers across fashion, beauty, sport, technology and lifestyle, giving Perth's north-east a more vibrant, aspirational place to shop. Once the full transformation is complete, nearly 100 new and returning favourite retailers will be part of the transformed Galleria, offering customers more choice than ever before.

Leading the Fashion Mall line-up is the new-look Myer, with a revitalised beauty hall, a refreshed store layout and new and expanded brands to explore.

"Our team cannot wait to open the doors and share this incredible new chapter with our local community. With over 120 new brands arriving on our shelves, including 50 must-have names across beauty and skincare, the new Myer Morley offers greater variety and inspiration than ever before," says General Manager of Myer (WA/SA) Sanette Sam.

Beauty is a key part of the new Fashion Mall experience. Alongside Myer's beauty hall, prestige beauty retailer MECCA brings an elevated and curated edit of the world's best makeup, skincare and fragrance, delivering a stronger beauty offering for Perth's north-east.

Fashion favourites including Country Road, Seed, Orotan, Witchery and Perfect Stranger offer everything from polished wardrobe staples, leather goods and accessories to contemporary everyday style.

For sneaker enthusiasts and sportswear fans, JD Sports joins rebel to bolster the centre's activewear and streetwear offering. JB Hi-Fi brings its extensive range of technology, electronics and entertainment into the mix, giving shoppers more choice across the things they wear, use and love.

FIRST TO MARKET RETAILERS AND STORE DESIGNS

In a West Australian first, Palermo Perfumes is coming to Galleria's Fashion Mall, with more than 1,600 fragrances on offer. Shortly after the official opening, Harry Hartog will open its first WA store, bringing its beautifully curated range of books, gifts and stationery.

More than 20 retailers will unveil new-to-market store concepts and designs as part of the Fashion Mall opening, including Decjuba, SHEIKE and Rapid Wear. These fresh formats bring elevated retail experiences to customers and reflect the significant investment made throughout the redevelopment.

CUSTOMER EXPERIENCE

The Fashion Mall has been transformed, with upgraded public spaces, improved amenities and an abundance of greenery throughout. Combined with new flooring, lighting and furnishings, it creates a brighter, more welcoming experience for shoppers.

OPENING WEEKEND CELEBRATIONS

Across the opening weekend of the Fashion Mall, shoppers can expect giveaways, specials, immersive experiences, entertainment and surprises throughout the centre. Further details on the celebrations will be announced soon.

The 5 November fashion Mall opening is a significant step in Galleria's redevelopment, with additional Fashion Mall retailers and the Entertainment and Dining Precinct still to come as work continues towards completion.

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Media Assets Available

Interview Q&A vision – Centre Manager Galleria, Allana Edwards (mp4)- [LINK](#)

Interview Questions - Centre Manager Galleria, Allana Edwards (PDF) - [LINK](#)

Interview Q&A vision - General Manager of Myer (WA/SA) Sanette Sam (mp4)- [LINK](#)

B'roll vision of Galleria (mp4) - [LINK](#)

Retail store fronts renders (png) – [HERE](#)

Audio Grabs (mp4) - [HERE](#)

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Notes for Editors on next page.

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Fashion Mall retailers opening from 5 November and progressively thereafter include;

NEW FASHION

- **Country Road** (5th Nov) – Iconic Australian lifestyle brand dressing women, men, kids and the home with timeless, natural design since 1974.
- **Oroton** (5th Nov) – Australia's oldest luxury fashion house, founded in Sydney in 1938, synonymous with fine leather goods and accessible luxury craftsmanship.
- **Seed** (5th Nov) – Australian label offering timeless, natural-fibre fashion for the whole family since 2000.
- **Perfect Stranger** (5th Nov) – Brisbane-designed fashion label (est. 2014) offering bold, feminine and effortlessly elevated style.
- **Witchery** (5th Nov) – Established in 1970, the Australian womenswear brand specialises in contemporary workwear, occasion wear and everyday dressing.
- **Harli + Harpa** (5th Nov) – Australian jewellery brand creating waterproof, everyday pieces designed to be worn solo, stacked or layered.
- **JD Sports** (5th Nov) – Global sportswear and footwear retailer stocking leading sneaker, athletic and streetwear brands.
- **Ghanda Clothing** (5th Nov) – Laid-back, hand-printed surf and streetwear staples for the whole family.
- **Supre** (5th Nov) – Bold, glossy, on-trend fashion for the next generation of trend-setters.
- **Adidas** (5th Nov) – Global sportswear icon delivering performance gear and street-ready style under the three stripes.
- **City Beach** (5th Nov) – A Perth-born favourite bringing together surf, streetwear, sneakers and laid-back looks for the whole crew.
- **Rapid Wear** (5th Nov) – Perth-born activewear designed for performance-ready gym sessions and everyday athleisure.
- **Ugg Express** (5th Nov) – Australian footwear retailer bringing together classic sheepskin boots, slippers and cosy winter essentials.
- **AJE** (*coming soon*) - a contemporary Australian fashion house dedicated to raw beauty, tough femininity, and effortless cool.
- **Nude Lucy** (*coming soon*) – Sydney-born womenswear label established in 2010, with relaxed wardrobe staples, knitwear and casual pieces inspired by the Australian lifestyle.
- **ThrillsCo** (*coming soon*) - a culture-defining lifestyle and fashion brand born out of Byron Bay, blending vintage-inspired aesthetics and modern streetwear with a progressive commitment to sustainability.
- **Victoria's Secret** (*coming soon*) – Global lingerie and beauty brand spanning bras, underwear, sleepwear, fragrances and beauty products.

NEW TECHNOLOGY & HOME

- **JB Hi-Fi** (5th Nov) – Australia's home entertainment specialist for the latest tech, gaming, appliances and mobiles.
- **Miniso** (5th Nov) – Bright, playful lifestyle and design store stocking beauty, homewares, tech accessories and gifts at pocket-friendly prices.
- **Mobile Experts** (5th Nov) – Fast, friendly phone repairs, accessories and pre-owned devices for every device and brand.

- **Harry Hartog** (*coming soon*) – Independent, family-run bookshop offering a beautifully curated range of books, gifts and stationery.

NEW BEAUTY & WELLNESS

- **MECCA** (5th Nov) – Australia's leading prestige beauty retailer, curating the world's best skincare, makeup and fragrance brands under one roof.
- **W Cosmetics** (5th Nov) – A playground for global beauty trends, spotlighting Korean and Asian skincare and makeup innovations.
- **Skin Kandy** (5th Nov) – Australia's largest specialist body piercing and jewellery destination, professional and stylish.
- **Palermo Perfumes** (5th Nov) – Affordable, designer-inspired fragrances made locally, with a huge scent library to explore. WA first.
- **Evelyn Beauty** (5th Nov) – Boutique beauty salon specialising in brows, lashes, waxing, tinting, facials and cosmetic tattooing.
- **Pure Balance Wellness** (5th Nov) – Designed to support healing, relaxation and restore your natural balance.
- **Joe Smith** (5th Nov) – Australian-owned fragrance brand creating accessible, long-lasting perfumes with premium ingredients for a range of styles and occasions.

RETURNING RETAILERS

The new arrivals will join existing Galleria retailers returning to the centre on the 5th Nov (unless stated), including **Myer, Coles, Gelare, Salsa's Fresh Mex, Coffee Club, Boost Juice, EB Games, rebel, Michael Hill, Portmans, Peter Alexander** (*coming soon*), **Decjuba, L'Occitane, Swarovski, Sunglass Hut, Forever New, Mazzucchelli's, Angus & Coote, Prouds, Pandora, Sheike, Lorna Jane, Cotton On, Cotton On Body, Bras N Things, Dotti, Just Jeans, YD, Jay Jays, Universal Store, Novo Shoes, Foot Locker, Barber Nation, and ME by Maurice Meade**(*coming soon*).