

MECCA and Chadstone set a new benchmark for beauty retail, opening late 2026.

MEDIA RELEASE

26 June 2026: MECCA, Australia's leading prestige beauty retailer, today unveils plans for a transformative new beauty destination at Chadstone, the Southern Hemisphere's largest fully integrated retail destination. Set to open at the end of 2026, this will represent MECCA's most significant opening since Bourke Street in 2025. The 2,400sqm destination will bring the very best of beauty, wellness and expertise in a single immersive space with more than 200 brands and over 50 differentiated services.

Located within Australia's premier lifestyle destination, MECCA Chadstone has been designed as a next-generation beauty experience, redefining how customers discover, experience and engage with beauty. From world-leading brands and elevated services to immersive wellness concepts and innovative retail design, every element has been created to inspire exploration, connection and self-expression.

MECCA first opened at Chadstone in 1999 and has grown alongside the centre over 25 years. The new 2,400sqm destination marks the next evolution of MECCA's presence at Chadstone, consolidating its three existing stores into one expansive beauty destination and more than doubling its footprint at the centre. The result is a significantly expanded location that brings together the full breadth of MECCA in a way never seen before at Chadstone. Today, Chadstone is one of Australia's most visited lifestyle destinations, attracting 22 million visitors annually, from local customers and beauty enthusiasts to interstate travellers and international visitors. Chadstone's unique reach and destination appeal make it the natural home for a next-generation beauty experience of this scale.

MECCA's Chief New Concepts Officer Maria Tsaousis said, *"For more than 25 years, Chadstone has played an important role in the MECCA story. This new destination brings together the very best of MECCA in one place - from world-class brands and personalised services to wellness, innovation and immersive experiences. It's designed to reflect how our customers want to discover, experience and engage with beauty today."*

Martine Criswick, Centre Manager at Chadstone, said the project represented a significant milestone in the long-standing partnership between the two brands. *"MECCA has always been an important part of the fabric of Chadstone, and we're proud to partner on this exciting new chapter. This evolution reflects our shared commitment to innovation and delivering world-class experiences. We look forward to welcoming visitors from near and far to experience everything MECCA Chadstone has to offer."*

Designed in collaboration with leading Melbourne architecture practice Studio McQualter, the team behind MECCA Bourke Street, the destination brings MECCA's vision for the future of beauty retail to life through thoughtful design, natural elements and immersive customer experiences.

For the first time at Chadstone, customers will also be welcomed to MECCA through both an internal and a dedicated external entrance, creating a unique connection between the centre and the surrounding precinct. Natural light, integrated greenery and an indoor-outdoor architectural approach create a sense of openness and exploration, encouraging customers to thoughtfully move through the space. Every detail has been considered to support discovery, connection and play, creating a customer experience that is as inspiring as it is immersive.

Alongside beloved brands like Charlotte Tilbury and NARS, the destination will introduce a new wave of beauty and wellness offerings never before available at Chadstone, including Seoul-based fragrance house Born to Stand Out, acclaimed makeup artist Fara Homidi's namesake brand and an expanded wellness edit featuring anatome, The Nue Co and Fuca.

MECCA Chadstone will also offer more than 50 bookable services, with customers able to experience beauty in entirely new ways through personalised skin consultations, makeup applications, lash and brow services, clinical skin treatments and fragrance discovery experiences.

Customers can also explore the best of global beauty across MECCA concepts new to Chadstone, including:

- **MECCA Perfumeria** – an immersive fragrance gallery guided by scent sommeliers and anchored by the MECCA Scentsorium, powered by Puig's AirParfum technology.
- **MECCA Aesthetica** – a dedicated destination for advanced clinical skin treatments, delivered by expert dermal therapists in purpose-built, private treatment rooms with a dedicated luxury lounge.
- **MECCA Apothecary** – a new destination focused on beauty and wellbeing, supporting customers through sleep, gut health, life transitions and personalised rituals.
- **MECCA Skin Studio** – a dedicated space for express skin treatments designed to deliver visible results with no downtime.
- **MECCA Beauty Atelier** – an elevated hair and makeup experience offering bespoke 90-minute treatments that pair hair services by internationally acclaimed London colourist Josh Wood with MECCA's expert makeup artistry.

MECCA Chadstone represents the continued evolution of the MECCA experience and a shared vision for the future of retail. More than a store, it is a destination where beauty, wellness, service and experience come together, bringing MECCA's vision for the future of beauty retail to life in one of Australia's most visited retail precincts.

Further details, including opening celebrations, exclusive launches and in-store experiences, will be announced closer to opening.

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MECCA

About MECCA

Since opening the doors to its very first store in Melbourne in 1997, MECCA has completely redefined the Australian beauty landscape, championing retail innovation and delivering the ultimate beauty experience to customers.

Founded by Jo Horgan, over the past 28 years, MECCA has grown to become Australia's largest prestige beauty retailer, serving more than four million customers each year. With over 100 stores across Australia and Aotearoa (New Zealand) and online, MECCA offers an exclusive edit of the best in beauty from more than 200 brands. Today, MECCA has a growing team of 7,000 spread across its Support Centre, Distribution Centre and store network, all working towards a shared purpose of helping people to look, feel, and be their best.

From the very beginning, the MECCA team has shared a passion for education and equality. MECCA's social change program, MECCA M-POWER, was established in 2017 and aims to educate, elevate, and empower women and girls to help create a world where everyone has the same rights and opportunities.

About Chadstone

Chadstone is the largest shopping centre in the Southern Hemisphere and Australia's leading retail and lifestyle destination. Rapidly emerging as a second city for Melbourne, just 15 minutes from CBD. Home to more than 500 stores, it spans close to 250,000 square metres and attracts 22 million visitors annually.

The precinct has evolved into a fully integrated, mixed-use environment, encompassing Hotel Chadstone, premium dining and entertainment, and a growing commercial footprint with office buildings housing more than 6,000 workers. With approximately 25 per cent of its tenancy now dedicated to non-retail uses, Chadstone brings together retail, hospitality, workplace and leisure to create a dynamic, city-like destination.