



A NEW CHAPTER IN BEAUTY RETAIL:
MECCA BOURKE STREET OPENS
IN THE HEART OF MELBOURNE

PRESS RELEASE

Melbourne, Australia – MECCA Bourke Street opens its doors at 9 AM on Friday, 8 August – a landmark beauty destination nearly three decades in the making. Located at 299 Bourke Street on the historic site of Cole's Book Arcade, this 4,000 sqm flagship spans three levels, bringing together over 200 global beauty brands, 80+ premium services, and more than 300 passionate team members in a space designed for exploration, education and joy.

More than a store, MECCA Bourke Street is the most ambitious expression of MECCA to date – a love letter to beauty, to Melbourne, and to everything MECCA has stood for since 1997. Built from the ground up in collaboration with the community, it's a stage for the world's best brands, a testbed for innovation, and a tribute to the cultural spirit of Melbourne.

"The significance of this space lies not in its scale but in what it represents: 27 years of evolving alongside the people who make MECCA what it is – our team, our customers and our brand partners," said MECCA Founder and Co-CEO, Jo Horgan. "MECCA Bourke Street is the result of that shared journey – a space that welcomes everyone in, encourages learning, play and discovery, and reflects the culture and creative spirit of the city where it all began."

Opening Day Highlights – Friday 8 August 2025

MECCA Bourke Street officially opens to the public and is expected to welcome 20,000 beauty lovers through its doors on opening day. MECCA will be taking over Bourke Street Mall with beauty giveaways, live performances, custom sweet treats and more for its beauty-loving community.

We're inviting MECCA Beauty Loop members to help us open the doors with a vibrant opening-day celebration from 7 AM. The celebrations will be a high-energy, beauty experience unlike any other. Customers will receive an illustrated MECCA Guidebook – a passport to explore the space, discover brand stories, access express service menus, and participate in a stamp-collecting activity that unlocks rewards.

Customers who book a MECCA service will also receive a limited-edition Gold Medallion, unlocking a mystery prize. For those short on time, express services from iconic brands such as Charlotte Tilbury, NARS, Shiseido and Augustinus Bader will offer high-impact beauty moments, ensuring something special for every visitor.

A Landmark Location with a Storied Legacy

Over three times the size of MECCA George Street and more than 60 times bigger than the original MECCA Toorak Road store, MECCA Bourke Street is geared up to welcome more than 50,000 beauty lovers weekly.

What Awaits Inside: A Beauty Wonderland

Every detail has been designed to spark joy, curiosity and celebrate beauty in all its forms. Designed as an all-day destination where no two visits are ever the same, MECCA Bourke Street brings together much-loved services and new experiences under one roof, including

- **MECCA PERFUMERIA** – A sensorial fragrance gallery guided by scent sommeliers.
- **MECCA GIFT BOX** – Elevated gifting for all moments and occasions with bespoke packaging and personalised engraving and calligraphy services.
- **MECCA AESTHETICA** – Advanced clinical skin treatments with expert dermal therapists, cosmetic consultations with qualified registered nurses and exclusive new brands.
- **MECCA BEAUTY ATELIER** – Hair, makeup, and nail services in a luxury, 90-minute treatment with partners Josh Wood (Hair) and Trophy Wife (Nails).

- **MECCA APOTHECARY** – A new destination for mind-body wellness with an on-site naturopath and dispensary covering gut health, sleep, life transitions and ritual design.
- **MECCAVERSITY AUDITORIUM** – Opening in October, a new 200 sqm learning and community space for teams and guests.
- **MECCA NEWSROOM** – MECCA's location for breaking news, the Newsroom is beauty's front page, at the front of our biggest store.
- **CAFÉ MECCA** – A space that pays homage to Melbourne's vibrant culinary scene and the local artisans who've defined it.

Honouring the past, looking to the future

Housed in a heritage-listed 1930s building – a site formerly home to the 'grandest bookshop in the world' – MECCA Bourke Street revives the spirit that defined Cole's Book Arcade. In collaboration with leading designers Studio McQualter, original architectural features have been carefully restored - arched windows, terrazzo floors, shopfront tiles, and a mezzanine all brought back to life. Honouring MECCA's Melbourne roots, local collaborators include Flowers Vasette, Trophy Wife by Chelsea Bagan, Şener Besim; and Melbourne Apothecary, a team of naturopaths and acupuncturist experts delivering holistic wellness solutions. MECCA also welcomes Josh Wood, the globally acclaimed UK hair colourist, who brings his full-service salon experience to Melbourne, and MARIA TASH, offering her iconic piercings and fine jewellery services.

Designed with Purpose

The space also reflects MECCA's commitment to gender equality, creativity and wellbeing. More than 20 works by women artists, curated by Charlotte Day, as well as standout pieces like the eight-metre FreelingWaters mural, turn the flagship into a living gallery. Design, content and events are all shaped through a lens of inclusion and empowerment. The space is also WELL pre-certified, featuring health-first innovations including air purification, mindful lighting, movement support, and wellness-focused design. Above all, MECCA Bourke Street is a place of possibility. It's where retail becomes ritual, experience becomes culture, and the future of beauty unfolds – for our team, our customers and the broader beauty community.

www.mecca.com/en-au/about-mecca/flagship/

@meccabeauty #MECCAmoment



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 27 years, MECCA has grown to become Australia's largest prestige beauty retailer, serving more than four million customers each year. With more than 110 stores across Australia and 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.

ABOUT MECCA M-POWER

M-POWER is MECCA's social change initiative championing equality and opportunity for women and girls. Just as MECCA is a destination for the best in global beauty, through M-POWER we've curated a superb and diverse group of founders and changemakers all striving to advance gender equality.

We call them the M-POWERed Collective and they work to educate girls; back female entrepreneurs and improve opportunities for women at work; drive improvements in health and safety; inspire positive masculinity in young men; and elevate the voices of women in all aspects of public life.

Our role is to give these organisations a platform and a voice to educate, engage and inspire. We're creating products to make giving with purpose easy. We're investing in storytelling that changes conversations, hearts, and minds. And we're mobilising the full resources of MECCA, giving our time and talents to help our Collective dream bigger.

Gender equality is the rising tide that lifts all boats. It's not a women's issue, it's a human rights issue. Together, let's make the world over.

ABOUT 299 BOURKE STREET

The site has an incredible history; from 1883 to 1929 it housed Edward William Cole's iconic Cole's Book Arcade – Melbourne's literary funhouse, a magnificent three-story bookshop, which was one of the city's greatest attractions and, at one time, the largest bookstore in the world with over two million volumes. It was then transformed into the architecturally significant building it is today by G.J. Coles in 1929 – 1930 and was the flagship Coles variety store until 1986.

The fondness for the building by generations of Melburnians and the prominence it has beyond this, both nationally and internationally, were deciding factors in MECCA taking on the Bourke Street lease. It's Melbourne's go-to shopping destination for residents, tourists and workers, and the only location in Melbourne that made sense for MECCA to create a flagship store of this size.

