

For immediate release
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Target gets set for a Gok makeover



MEDIA RELEASE

Target Australia has joined forces with one of the world's hottest fashion names, **Gok Wan**, to help customers select their Target wardrobe must-haves and key fashion pieces.

International fashion stylist and acclaimed TV presenter Gok will join Target as a "style and quality ambassador", and will appear in a series of **television commercials** for the retailer, with the first to **hit small screens next Wednesday 10th July**, focussing on a fresh and classy way to dress for the workplace.

Gok Wan, affectionately known as 'Auntie Gok' is **one of the world's most successful style advisors**, with award winning television programs such as 'How to Look Good Naked', 'Gok's Style Secrets' and 'Gok's Kitchen', best-selling books and over 1.3 million followers on Twitter.

Target Australia Managing Director Stuart Machin said that he was thrilled to have the fashion icon on board at Target.

"This is a real coup for our business and customers. Just six weeks ago, the team started thinking about the perfect ambassador for Target as we look to reinvigorate our brand," Mr Machin said.

"I think Gok represents everything we want Target to be – fun, modern, stylish, with something for everyone."

Gok said he was excited to be showing Australian shoppers how to get more style while paying less at Target.

"There are so many great looks you can get at Target so it is all about building an outfit, grabbing those must-have pieces and maximising your shopping experience by selecting those items that suit your body shape, your personal style, the occasion-whatever you might be looking for!" he said.

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Target's partnership with Gok is one of a series of initiatives undertaken to revitalise the brand and make it relevant for today's customers. The old "100% Happy" tagline has disappeared, replaced with a commitment that shoppers will "Get More, Pay Less" when they visit Target.

"Our customers have told us that they love Target, but they want more from us. They want more style, more quality, more excitement instore - and they expect to pay less," Mr Machin said.

"Our new tagline – and our new ambassador – are both steps on our journey to reinvigorate Target and once again make it a great place to shop."

Showcasing his effervescent personality, trademark looks and memorable lines, Gok's first Target commercials will showcase the on-trend monochrome colouring and classic styling of Target's range of July ladies' workwear.

Each month Gok will select pieces to be featured in the commercials, which will also be labelled as 'Gok Loves' selections in Target stores across the country.

While the campaign begins with a ladieswear focus, no category will be missed when it comes to Gok's style advice with 'Gok Loves' pieces also selected throughout Menswear, Childrenswear, Footwear and Accessories and Homewares throughout the 12 month long campaign, so every customer can benefit from the stylist's knowledge, regardless of their shopping needs.

For more information customers can go to Target's website target.com.au.

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About Gok Wan

Born on the 9th September 1974 in Leicester, Gok has worked in the fashion industry for the best part of a decade. Studying at London's prestigious Central School of Speech and Drama, he found himself drawn to hair and make-up over drama, prompting his entrée into the fashion industry and gaining him early work as a hair and make-up artist on titles such as *The Sunday Times Style*. Finding himself dissatisfied with beauty alone, however, Gok decided to pursue his love of clothes as a fashion stylist. Sixteen years on his talent and tenacity has seen him build up quite a pedigree: he has worked with some of the world's most renowned photographers (Rankin, Mike Owen, Tony McGee, Jason Joyce, Elise Dumontet and Arthur Elgot), had his work published internationally (*Glamour*, *The Face*, *The Times Style*, *Cosmopolitan*, *Afisha Mir* and *People Magazine US*), amassed an enviable celebrity client-base (Bryan Ferry, Dawn French, Jennifer Saunders, Vanessa Mae, Damien Lewis and All Saints to name a few) and consulted on a host of television shows including *GMTV* (ITV1), *Battle of The Sexes* (BBC1), *TV Book Club* (Channel 4), *Desert Island Discs* with Kirsty Young (Radio 4), *How To Look Good – With A Difference* (Channel 4) and *The Friday Night Project* (Channel 4).