

26 November 2013

TARGET TO STRENGTHEN ITS PRESENCE IN LAUNCESTON AS NEW MOWBRAY STORE OPENS

Target Australia is delighted to announce that its new 5,250m² Mowbray store will open at 8am on Thursday 28 November 2013. The opening of the multi-million dollar store has created 80 new jobs for members of the local community.

Mowbray will be one of the first Target stores in Australia to showcase a new suite of exciting architectural elements, all designed to create a modern and unique retail experience. Target's iconic bullseye logo is synonymous with style, quality and fabulous products at a great price and will proudly greet our customers as they enter the store.

Store Manager Tayus Cook leads a team of 95 people, all of who have been busy preparing the store for a number of months and are looking forward to welcoming the community come Thursday morning.

"We've been busy putting the finishing touches on Mowbray's brand new store and we'll be very excited to open those doors for the first time come opening morning," Tayus said. "We're very proud to be serving Launceston's north with our brand new store."

"The new Mowbray store will offer an extensive range of women's, men's, children's and nursery clothing complemented by footwear, accessories, homewares, cosmetics, electrical appliances and much more," Tayus continued. "We've been working hard to understand what local customers need the most and have tailored a mix of products which we hope will be well received."

Key features of the new store include:

- The fitting rooms will boast a larger and more comfortable space with improved lighting and better privacy.
- To make it easier for customers to find what they are looking for, extensive revisions have been made to the way merchandise is displayed. The result is less clutter and a wide, sweeping view of the store from every angle.
- Better, larger mirrors across the store's fashion departments to help customers design a look that suits them with ease.
- Access to Target's online store featuring an easy-to-use 'click and collect' service.
- Free high-speed WiFi access for all customers.

As part of the opening, there are a number of exciting, free activities planned for the whole family.

- ENDS -

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