



MEDIA RELEASE
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INTERVIEWS Available

Vacation Vibes Partners with Bunnings Because Every DIY Job Deserves the Right Tools

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Vacation Vibes is excited to announce a groundbreaking partnership with Bunnings, Australia's leading home improvement retailer, which will now stock Vacation Vibes' best-selling women's health and pleasure products. Whether you're stopping by for a power drill or browsing the greenery, you'll find something special discreetly waiting for you in Row G (because, where else?).

Vacation Vibes are Australia's number one women's health and pleasure products. Ranged in Australia's number one retailers, Ultra Beauty, Chemist Warehouse, Adore Beauty & The Iconic just to name a few. Always in places women want and need to shop! The Byron is Vacation Vibes best seller and will be featured in Bunnings aisles from tomorrow at \$49.95.

"At Vacation Vibes, we've always prioritised making our products accessible in spaces where women naturally shop—pharmacies, fashion boutiques, and beauty retailers," said Julia Marget, Director of Vacation Vibes. "Partnering with Bunnings is a natural extension, reflecting the growing confidence and independence of women tackling DIY projects at home."

Strategically placed among the hand tools, Vacation Vibes' products offer women the chance to "nail it," "drill it home," or simply lend a hand with personal DIY needs—no tradesperson required.

The partnership comes at a pivotal moment for Bunnings, which is actively seeking innovative ways to drive growth amid slowing demand in the hardware sector. According to recent financial results from parent company Wesfarmers, Bunnings experienced modest revenue growth of just 2.3%, indicating a need to diversify product offerings and appeal to new customer segments.

"Our customers expect innovation, and we're committed to normalising self-care in everyday spaces," said Marget, Co-Founder of Vacation Vibes. "Why should the tool aisle be just for guys? Our goal is to ensure women have the right tools at their fingertips, delivering satisfaction with no assembly required."

Bunnings Head of Innovation, Isla Wood, added, "Introducing female-focused products aligns with our commitment to innovation and reaching new audiences. We recognise the increasing self-sufficiency of women who are becoming more handy around the home, and we're proud to support this shift by providing products that empower and resonate with our customers."

Next time you're shopping for tools, don't miss the opportunity to enhance your DIY kit with something uniquely satisfying. Vacation Vibes' product range will be available in select Bunnings locations and online. The full range of Vacation Vibes products will be available from April 2nd, both in-store and online.

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Link to images [here](#).

