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**Sanity announces the closure roll out of all physical stores, while continuing to thrive and build on its successful online business**

One of the most iconic and enduring Australian brands today announced today that it would be ceasing the operation of all its bricks and mortar stores around Australia.

**Sanity**, the renowned music retailer, started with just one store back in 1980, and it was founded by one of Australia's most well-known retailers, **Brett Blundy**, who has been a household name in Australian business world for over 40 years.

The company was then purchased by **Ray Itaoui** 13 years ago, and despite the challenging and ever evolving entertainment landscape, the Sanity business has prospered and remained successful for many years, quite an achievement in the fast-changing retail space.

Sanity will now close their 50 remaining physical stores by the end of April 2023, in line with the lease expiry of each of their stores.

“With our customer shifting to digital for their visual and music content consumption, and with diminishing physical content available to sell to our customer, it has made it impossible to continue with our physical stores,” says Mr Ray Itaoui.

“Our online business - [sanity.com.au](https://sanity.com.au) - will continue to operate, and will service the many loyal customers the brand has continued to be dedicated to over the decades,” he added. “Our priority right now is to ensure each of our team members knows exactly what this means for their career and employment future.

“Our team is also working hard to ensure every customer receives all orders they have placed with us, including all pre-orders, which will be dispatched through our online business if the store is closed by the time their order arrives.”

Customers are encouraged to ask any questions about their orders by emailing [enquires@sanity.com.au](mailto:enquires@sanity.com.au) and all gift vouchers will also be redeemable online.

“There is so much to be proud of,” added Mr Itaoui. “With Brett Blundy building Sanity from the ground up in 1980 – going on to become one of Australia's most respected and recognisable retailers - the Sanity brand became synonymous with the go-to place to get anything that mattered in the world of music: from vinyl, to CDs and DVDs, hardware, accessories, and of course face to face advice on everything musical.

“The business prospered and remained successful for many years, thanks to the dedication and commitment of our entire team,” added Mr Itaoui.

“I would like to take the opportunity to acknowledge the Sanity team, past and present, and express my pride around their achievements, as well as thank them for their hard-work, dedication, and relentless commitment to ensuring they exceeded customer service expectations. Without this, Sanity would not have lasted as long as it has, and it’s this I am most proud of,” says Mr Itaoui.

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