

MYTHERESA

MYTHERESA REOPENS MENSWEAR STORE, TO BECOME THE LEADING DESTINATION FOR LUXURY MENSWEAR



MUNICH (June, 2023) – Leading luxury e-commerce platform Mytheresa is delighted to announce the reopening and expansion of its Menswear Store in the heart of Munich's city center, located at Schäfflerstrasse 4 – 6. Led by renowned Italian design firm Studio Baciocchi, the store has undergone a remarkable transformation, presenting an extended luxury retail space that reflects a design concept embodying the essence of modern luxury menswear, to become the leading destination for luxury menswear digitally and physically.

● **The Menswear Store:** After the initial opening of the Mytheresa Men's Store in 2020 and the continuously growing business, the floor space has now expanded from 100 to approximately 300 square-metre. Studio Baciocchi's signature design concept showcases luxurious materials and innovative spatial arrangements, perfectly matching the Mytheresa Menswear Store offering of a highly curated selection from men's ready-to-wear, to leather goods, accessories, and footwear collections from the world's leading luxury brands and designers.

FOR FURTHER INFORMATION PLEASE CONTACT:

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● **The Design Concept:** The store's design concept showcases a modern aesthetic that seamlessly blends natural materials and mirrored elements, resulting in an atmosphere of timeless elegance. It connects the existing design from the original store with new elements, adding a special touch to the unique space. The large storefront and new entrance invites customers to explore the latest luxury menswear collections with ease and highest comfort. Two additional fitting rooms and a repositioned cashier area enhance the convenience and offer superior customer service. Each furniture piece in the store has been thoughtfully designed and created exclusively for Mytheresa, ensuring an unique and distinctive ambiance.

● **The Customer Journey:** Customers are invited to explore the space and the outstanding curated offering from leading luxury menswear designers within a unique setting and with excellent customer service, still in an intimate home-like atmosphere. Following the highly successful online launch of menswear in January 2020, the expansion of the Menswear store underlines the customer-first approach by Mytheresa and to become the fashion authority for men not only digitally but also physically.

● **The Luxury Edit:** Offering a selected assortment of luxury menswear brands including Bottega Veneta, Celine, Gucci, Givenchy, Jil Sander, Moncler, Prada and Saint Laurent, Mytheresa continues to be the ultimate destination for menswear luxury in Munich. Furthermore, the store recently introduced Loewe, Jacquemus and Brunello Cucinelli to its designer portfolio, adding to the tightly curated offering of luxury menswear available to Mytheresa's wardrobe building customers.

"We are excited about the store reopening and the greatly enhanced shopping experience for our Menswear clients in Munich. With the expanded space, the luxurious design and the strong focus on a curated menswear assortment, we want to create the best luxury shopping experience for menswear."
said Michael Kliger, CEO Mytheresa.

The reopening of the Menswear Store marks a significant milestone for Mytheresa, following the successful launch of Menswear in 2020, and reinforces its leading position in the global luxury industry.

Please find high resolution store imagery ready for download here:

<https://we.tl/t-5A85cT4nGH>

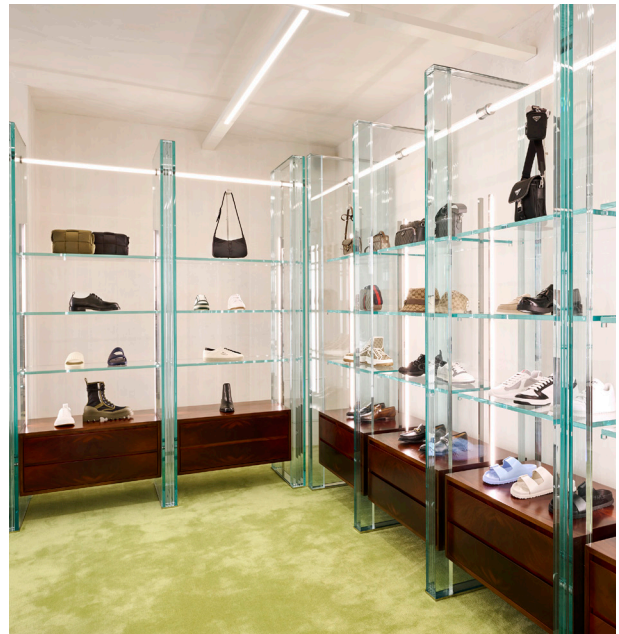
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About Mytheresa

Mytheresa is one of the leading global luxury e-commerce platforms shipping to over 130 countries. Founded as a boutique in 1987, Mytheresa launched online in 2006 and offers ready-to-wear, shoes, bags and accessories for womenswear, menswear and kidswear. In 2022, Mytheresa expanded its luxury offering to home décor and lifestyle products with the launch of the category “LIFE”. The highly curated edit of over 200 brands focuses on true luxury brands such as Bottega Veneta, Burberry, Dolce&Gabbana, Gucci, Loewe, Loro Piana, Moncler, Prada, Saint Laurent, Valentino, and many more. Mytheresa’s unique digital experience is based on a sharp focus on high-end luxury shoppers, exclusive product and content offerings, leading technology and analytical platforms as well as high quality service operations. The NYSE listed company reported €747.3 million GMV in fiscal year 2022 (+21.3% vs. FY21).

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