

MYTHERESA

MYTHERESA AND VESTIAIRE COLLECTIVE EXPAND INTO THE US AFTER SUCCESSFUL LAUNCH IN EUROPE



MUNICH/PARIS (July 27, 2022) – Leading luxury e-commerce platform Mytheresa is delighted to announce the expansion of its partnership with Vestiaire Collective, the global luxury fashion resale destination, into the US market. The partnership, which launched a unique resale service for Mytheresa's high-end luxury customers in June 2021, has already had big success in Europe and is helping drive the fashion industry towards more sustainable practices.

The service, which has been live for a year, has already been successful at converting Mytheresa's high-end customers to circular fashion, thanks to the quick and easy selling process. The US expansion of the resale program is offering the service to Mytheresa's top customers in the region, thus increasing the desirable US supply available for Vestiaire Collective members to shop. The service is simple: Mytheresa's top customers in the US are invited to participate via a dedicated landing page, where they enter required information, and are given a price quote for their pre-loved item. Once the item arrives at Vestiaire Collective's US authentication center, and has undergone quality and authentication checks, the Mytheresa customer receives immediate payment in the form of a Mytheresa store credit. A dedicated Mytheresa x Vestiaire Collective team is also available to support customers throughout their listing journey.

FOR FURTHER INFORMATION PLEASE CONTACT:

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Michael Kliger, Mytheresa CEO says: “After great success in Europe we’re excited to bring our unique and innovative partnership with Vestiaire Collective to the hugely important US market. The resale service will provide a real benefit to our loyal US customers by giving their designer pieces a second life while at the same time we fulfill our ESG commitment to drive circularity within the industry.”

Maximilian Bittner, Vestiaire Collective CEO comments: “We are thrilled to expand our partnership with Mytheresa to serve the United States market. We’re confident that US customers will appreciate our trustworthy authentication service and the simplicity of our platform, which has already been met with resounding success in Europe. By introducing more luxury consumers to resale, we hope to amplify its importance in building a more sustainable and inclusive fashion industry.”



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ABOUT VESTIAIRE COLLECTIVE

Vestiaire Collective is the leading global app for desirable pre-loved fashion. It is dedicated to transforming the fashion industry for a more sustainable future by promoting the circular fashion movement as an alternative to overproduction and overconsumption and the wasteful practices of the fashion industry. Inspired by the “Long Live Fashion” philosophy, it provides its community- those who live for fashion and take care of it for life- with inspiration, tools and features to lead the change as they sell and buy unique pre-loved pieces from each other’s wardrobes. The platform is unique thanks to its highly engaged community and its rare, desirable inventory of 3 million items. Launched in Paris in 2009, Vestiaire Collective is a Certified B Corporation® with offices in Paris, New York, Los Angeles, Hong Kong, Seoul, Singapore and a tech hub in Berlin. Find out more by downloading the app, visiting www.vestiairecollective.com and following @vestiaireco on Instagram.

ABOUT MYTHERESA

Mytheresa is one of the leading global luxury fashion 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 €612.1 million net sales (+36.2% vs. FY20) in its first fiscal year as a public company (<https://investors.mytheresa.com>).

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