

# MYTHERESA

## The China Designer Program

---

THE CHINA DESIGNER PROGRAM BY MYTHERESA:  
MYTHERESA LAUNCHES FOR THE FIRST TIME FOUR EXCLUSIVE DESIGNER CAPSULE  
COLLECTIONS FROM SUSAN FANG, DIDU, JACQUES WEI AND XU ZHI GLOBALLY

---



**MUNICH/SHANGHAI (April 18, 2023)** – Leading luxury e-commerce platform Mytheresa is delighted to announce the official launch of the four exclusive capsule collections presented within **The China Designer Program by Mytheresa**. A 360-degree initiative which highlights and champions the new generation of Chinese fashion designers with Susan Fang, Didu, Jacques Wei and Xu Zhi.

---

**FOR FURTHER INFORMATION PLEASE CONTACT:**

MYTHERESA  
ALBERTO FRAGOSO

PHONE: +49 89 127695-1358  
EMAIL: ALBERTO.FRAGOSO@MYTHERESA.COM

---

# MYTHERESA

## The China Designer Program

---

**THE CHINA DESIGNER PROGRAM BY MYTHERESA:  
MYTHERESA LAUNCHES FOR THE FIRST TIME FOUR EXCLUSIVE DESIGNER CAPSULE  
COLLECTIONS FROM SUSAN FANG, DIDU, JACQUES WEI AND XU ZHI GLOBALLY**

---

- **The Unique Program:** The China Designer Program by Mytheresa celebrates the best of Chinese fashion design by bringing exclusive womenswear capsules by selected Chinese designers to Mytheresa
- **The High-Profile Jury:** The designers have been chosen by a high-profile jury including Ye Ming Zi, CEO of Guoye Culture, Spiritual Artist, Founder of Phi Digital Art and Mytheresa Brand Ambassador, Chuxuan Feng, Editor in Chief of Huasheng Media Group, Stylist and Fashion KOL Fil Xiao Bai and Tiffany Hsu, Mytheresa Vice President of Womenswear and Kidswear Fashion Buying
- **The Selected Designers:** Didu, Jacques Wei, Susan Fang and Xu Zhi
- **The Exclusive Content:** The four designer capsule collections presented within the China Designer Program by Mytheresa have been shot and executed in collaboration with T Magazine China and have been fully produced by a Chinese team and cast, including photographer Liang Zi and featuring models Ci Ci Xiang and Emma Bei Pei.
- **The Global Visibility:** Mytheresa offers the four selected Chinese designers global exposure and unique visibility through an exclusive media partnership with T Magazine China, through Mytheresa's combined 2 million followers on its owned Chinese and international social media channels, KOL activations and a physical event celebrating the launch and the designers in Shanghai on April 18th, 2023

Michael Kliger, CEO of Mytheresa says: "We are excited to feature the creativity and beauty of Chinese designers through the launch of the China Designer Program by Mytheresa and to give these talented designers access to our global audience and platform."

Tiffany Hsu, Mytheresa Vice President Womenswear and Kidswear Fashion Buying says: "It has been a true pleasure and honour to work so closely together with these highly talented designers and to collaborate with them on every step of the way from initial ideas and sketches to actual finished products. We are delighted to now present them and their vision to our global Mytheresa customer base and to see these beautiful designer capsules come to life within a beautiful campaign featuring Ci Ci Xiang and Emma Bei Pei."

---

**FOR FURTHER INFORMATION PLEASE CONTACT:**

MYTHERESA  
ALBERTO FRAGOSO

PHONE: +49 89 127695-1358  
EMAIL: ALBERTO.FRAGOSO@MYTHERESA.COM

---

# MYTHERESA

## The China Designer Program

---

**THE CHINA DESIGNER PROGRAM BY MYTHERESA:  
MYTHERESA LAUNCHES FOR THE FIRST TIME FOUR EXCLUSIVE DESIGNER CAPSULE  
COLLECTIONS FROM SUSAN FANG, DIDU, JACQUES WEI AND XU ZHI GLOBALLY**

---

**Susan Fang:** The capsule collection by Susan Fang is heavily inspired by the designer's Chinese cultural heritage. Known for her skillful use of gauze Susann Fang prints and dyes the material, then cuts the painted fabric into pieces of different widths and folds them by hand into multi-layered, three-dimensional prints.

**Didu:** Titled "Dessert Insomnia, Didu's capsule collection draws inspiration from American artist, Georgia O'Keeffe and her paintings of colorful enlarged flowers. By using different bold color tones and contrasting materials, Didu creates different silhouettes which fit different bodyshapes and types of women.

**Jacques Wei:** Jacques Wei's capsule collection is a tribute to rebellious 90's muses. The collection features butterfly and floral motifs and prints and bold circular cut-outs on the chest. Silhouettes are also heavily 90s inspired with minimal dresses, structured corset slings and oversized suits.

**Xu Zhi:** Rough edges, flying feathers and hand-woven embroidery characterize Xu Zhi's capsule collection which is an ode to the wanderer aesthetic recalling the hippy culture of the 1960s and 1970s- a group of young people who were against mainstream culture and in search of utopia.

The four designer capsules presented within the China Designer Program by Mytheresa launch globally on Mytheresa from April 19th within a dedicated editorial story & video.

Please find high resolution campaign and product imagery as well as campaign and designer videos ready for download here:

<https://we.tl/t-CYeUgkhYB2>

---

**FOR FURTHER INFORMATION PLEASE CONTACT:**

MYTHERESA  
ALBERTO FRAGOSO

PHONE: +49 89 127695-1358  
EMAIL: ALBERTO.FRAGOSO@MYTHERESA.COM

---

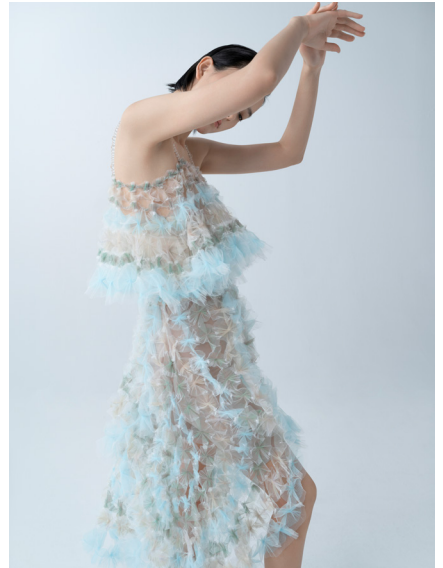
# MYTHERESA

## The China Designer Program

---

THE CHINA DESIGNER PROGRAM BY MYTHERESA:  
MYTHERESA LAUNCHES FOR THE FIRST TIME FOUR EXCLUSIVE DESIGNER CAPSULE  
COLLECTIONS FROM SUSAN FANG, DIDU, JACQUES WEI AND XU ZHI GLOBALLY

---



---

FOR FURTHER INFORMATION PLEASE CONTACT:

MYTHERESA  
ALBERTO FRAGOSO

PHONE: +49 89 127695-1358  
EMAIL: ALBERTO.FRAGOSO@MYTHERESA.COM

---

# MYTHERESA

## The China Designer Program

---

**THE CHINA DESIGNER PROGRAM BY MYTHERESA:  
MYTHERESA LAUNCHES FOR THE FIRST TIME FOUR EXCLUSIVE DESIGNER CAPSULE  
COLLECTIONS FROM SUSAN FANG, DIDU, JACQUES WEI AND XU ZHI GLOBALLY**

---

### **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). (<https://investors.mytheresa.com>).

---

**FOR FURTHER INFORMATION PLEASE CONTACT:**

MYTHERESA  
ALBERTO FRAGOSO

PHONE: +49 89 127695-1358  
EMAIL: [ALBERTO.FRAGOSO@MYTHERESA.COM](mailto:ALBERTO.FRAGOSO@MYTHERESA.COM)

---