MYTHERESA

MYTHERESA EXPANDS SUCCESSFUL PARTNERSHIP AND EXCLUSIVE RESALE SERVICE WITH VESTIAIRE COLLECTIVE TO ALL CUSTOMERS IN EUROPE, THE UK AND THE US

München (May 28, 2024) - Leading luxury multi-brand digital platform Mytheresa is delighted to announce the expansion of its successful partnership with Vestiaire Collective, the global leading platform for pre-loved luxury fashion, offering its exclusive resale service to all its customers in Europe, the UK and the US. The partnership, which offers Mytheresa customers a quick and easy selling service for pre-loved items, launched in June 2021, initially for Mytheresa´s top customers in Europe. After its successful introduction, the two global industry leaders extended their service to high-end luxury customers in the UK and further expanded into the US within the first year. Since the beginning of this partnership, Mytheresa customers successfully listed over 26,000 pieces from ready-to-wear, shoes, bags, and accessories on the Vestiaire Collective platform to find a new home and received a store credit for Mytheresa. As the ever-growing collaboration enters a new phase, Mytheresa aims to further promote circularity and enhance the luxury shopping experience amongst its loyal customers. From now on, all customers can sell their pre-loved luxury pieces more quickly and easily, receiving instant Mytheresa store credit in return.

In keeping the selling process seamless, all of Mytheresa's customers are able to participate via a dedicated landing page, where they provide simple information on their piece and are promptly given a price quote for their pre-loved designer item. After the authentication and approval from Vestiaire Collective, the Mytheresa customer immediately receives payment in the form of a Mytheresa store credit. A dedicated Mytheresa x Vestiaire Collective team is also available to support customers with personal assistance throughout their journey.

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Michael Kliger, Mytheresa CEO, says: *"We are excited to extend our successful service offer to all Mytheresa customers, while deepening our ever-growing partnership with Vestiaire Collective. We are committed to delivering a seamless and responsible luxury shopping experience. Therefore, offering our loyal customers a quick and easy way to give new life to their pre-loved designer pieces is highly important to us."*

Maximilian Bittner, Vestiaire Collective CEO, notes*: "Expanding our partnership with Mytheresa is a significant milestone in our mission to promote circularity. It also demonstrates the demand for the unique service Vestiaire Collective offers to fashion enthusiasts and reflects the consumer's need for resale. We know our expertise in authentication and our trusted platform will ensure a seamless selling experience for every Mytheresa customer."*

The exclusive resale program will be available to all Mytheresa customers from May 28th onwards: https://www.mytheresa.com/de/de/vestiairecollective

Images are available for download via: https://we.tl/t-yHMhRX1AoE

About Vestiaire Collective

Vestiaire Collective is the leading global platform for pre-loved luxury fashion. The company's mission is to transform the fashion industry for a more sustainable future, promoting the circular fashion movement as an alternative to overproduction, overconsumption and the wasteful practices of the industry. Driven by the philosophy "Long Live Fashion," Vestiaire Collective offers a trusted space for its community to prolong the life of its most-loved fashion pieces. The platform's innovative features simplify the selling and buying process and give its members access to one-of-a-kind wardrobes around the world. The company boasts a curated catalog of five million rare and highly desirable items. Founded in Paris in 2009, Vestiaire Collective is a Certified B Corporation® and is active in 70 countries worldwide. To learn more, download the app, visit vestiairecollective.com and follow @ vestiaireco on Instagram.

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 €855.8 million GMV in fiscal year 2023 (+15% vs. FY22).

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