MYTHERESA

MYTHERESA STRENGTHENS ITS CHINESE MARKET PRESENCE WITH ITS OWN CHINESE BRAND NAME AND WECHAT MINI PROGRAM TO PREPARE FOR MARKET RECOVERY

- Introduction of own Chinese brand name 美遴世 (Mei Lin Shi), reflecting Mytheresa's proposition of a highly curated edit of the best luxury items
- Launch of Mytheresa WeChat Mini Program offering Chinese customers a seamless and convenient shopping experience with access to more than 180 luxury brands

MUNICH (September, 2024) – Leading luxury multi-brand digital platform Mytheresa is delighted to announce the introduction of its own Chinese brand name 美遴世 (Mei Lin Shi) and the launch of its new Mytheresa WeChat Mini Program. This strategic move demonstrates Mytheresa´s commitment and further investment into the Chinese market, following the recent appointment of Dede Chan Brignoli as President for Greater China.

To further advance its awareness and positioning in China, Mytheresa introduces its own Chinese name 美遴世 (Mei Lin Shi), putting the core values of Mytheresa into words. Mei Lin Shi stands for Beauty, Selection and World - it perfectly embodies Mytheresa's unique proposition by offering a highly curated assortment of the most coveted luxury brands as well as exclusive collections for a community of true luxury enthusiasts and their lifestyle. 美 měi] is a direct expression that draws customers into the world of beauty and the desirability of a pleasurable lifestyle; 遴世 lín shì] can be interpreted subtly as "selecting the best from all over the world", which is a precise reflection of Mytheresa's brand core by offering the finest edit in luxury and unique, personalized shopping advice.

In addition to the own Chinese brand name, Mytheresa launches its WeChat Mini Program, recognizing the pivotal role that WeChat and its in-app concept plays in China. The WeChat Mini Program provides Chinese customers a seamless and convenient high-end shopping experience tailored to their unique needs. The Mytheresa WeChat Mini Program offers a highly curated selection of more than 180 of the most coveted luxury brands across the womenswear, menswear and kidswear categories. Benefitting from the advantages of the user-friendly interface and personalized recommendations that make shopping easy and enjoyable, high-end luxury customers can browse products, exclusive campaigns, live chat with a Mytheresa customer service representative seven days a week and use WeChat Pay for a quick and secure check-out. The Mini Program will leverage all the famous service elements of Mytheresa with fast shipping directly from Europe, a constant offer of exclusive products and capsules, highly luxurious packaging and personal shopping services for the top customers.

Dede Chan Brignoli, Mytheresa President for Greater China, says, "We are delighted to unveil the Chinese name 美遴世 (Mei Lin Shi) for Mytheresa which perfectly captures our enduring quest to find the finest edit in luxury, through carefully curated selections from highly coveted brands and special access to exclusive capsules and limited editions for our consumers. With the launch of our new WeChat mini program we will continue to boost our reach to Chinese consumers in innovative ways as we strive to cater to their ever-evolving needs. This marks a new and exciting Chinese chapter for Mytheresa and it is just the beginning."

FOR FURTHER INFORMATION PLEASE CONTACT:

MYTHERESA
SONIA WOLFROM

PHONE: +49 152 56460114
EMAIL: SONIA.WOLFROM@MYTHERESA.COM

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Gareth Locke, Chief Growth Officer & Managing Director of Mytheresa continues, “Creating our Chinese Name shows Mytheresa aims to further integrate into China and strengthen our commitment in the region. We are actively part of the Chinese luxury ecosystem, not just an ordering platform. In a period where several western retailers are closing their presence in the region, Mytheresa underlines our long-term engagement in China. Finally, the name 美遴世 (Mei Lin Shi) is an important way to explain our unique positioning to Chinese customers.”

ABOUT MYTHERESA

Mytheresa is one of the leading luxury multi-brand digital 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, kidswear as well as lifestyle products and fine jewelry. The highly curated edit of up to 250 brands focuses on true luxury brands such as Bottega Veneta, Brunello Cucinelli, Dolce&Gabbana, Gucci, Loewe, Loro Piana, Moncler, Prada, Saint Laurent, The Row, 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 €913.6 million GMV in fiscal year 2024 (+7% vs. FY23). (https://investors.mytheresa.com)

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PHONE: +49 152 56460114
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