MYTHERESA

MYTHERESA UNVEILS NEW PACKAGING WITH BESPOKE MYTHERESA PATTERN TO ELEVATE ITS CUSTOMERS´ SHOPPING EXPERIENCE

- Mytheresa introduces bespoke packaging with exclusive Mytheresa pattern
- Further elevating the physical shopping experience for our community of luxury enthusiasts
- Mytheresa pattern features a journey from the vibrant streets of New York City to the majestic mountains of St. Moritz
- Packaging made of recycled materials, continuing to offer our customers a lower-impact alternative to our signature yellow-boxes

MUNICH (October, 2024) – Leading luxury multi-brand digital platform Mytheresa is delighted to announce the launch of its new packaging featuring its bespoke Mytheresa pattern. Designed to strengthen the emotional connection with all its customers, the new packaging aligns with Mytheresa´s strategy to create digital and physical experiences for a community of true luxury enthusiasts.

The new packaging has been carefully selected and designed. Every detail, from the choice of material to the design elements reflects the world of Mytheresa. The new box, which comes in eleven different sizes, is now branded with the exclusive Mytheresa pattern, that is printed on the inside. First introduced in 2023, the pattern is created to discover Mytheresa´s rich and emotional journey: The Mytheresa ribbon gracefully weaves through the skies, over oceans, and beyond the stars – taking customers on a wonderful journey, from the vibrant streets of New York City to the majestic mountains of St. Moritz.

Thoughtful details, like the inclusion of a "With Love from Mytheresa" card, on top of the Mythresa ribbon and a personal note, allows Mytheresa to connect with its customers in a more intimate way, shaping the bond with its community of luxury enthusiast beyond the digital elements of their shopping experience.

Michael Kliger, Chief Executive Officer of Mytheresa, said: "We believe that the way luxury products are presented plays a crucial role in how our customers feel about their shopping experience with us. Our new packaging has been carefully designed to ensure that each unboxing moment will bring joy and inspiration to our customers"

Besides optimizing the sizes for logistics, the boxes remain composed of recycled cardboard. Two glue stripes for easier customer returns have been incorporated to further enhance the overall usability.

FOR FURTHER INFORMATION PLEASE CONTACT:

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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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