

RETAIL

Prada furthers ecommerce presence through MyTheresa exclusives

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Prada looks for MyTheresa. Image credit: MyTheresa

By STAFF REPORTS

Continuing its growing embrace of ecommerce, Italian fashion label Prada has teamed with MyTheresa.com on an exclusive capsule collection.

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After eschewing online retail for its ready-to-wear, Prada made its entry into apparel ecommerce last year with partnerships with Net-A-Porter, Mr Porter and MyTheresa. Now, the brand is again working with the latter retailer to release a collection of apparel, accessories and footwear solely on MyTheresa's site.

Light as a feather

While Prada still limits its direct-operated online store selections to accessories, the brand credited its entry into ecommerce with third-party retailers with keeping its wholesale numbers up last year amid falling sales ([see story](#)).

For the Neiman Marcus-owned MyTheresa, Prada is releasing a line featuring a plethora of feather-embellished items, from handbags to footwear. Floral prints also abound, ranging from the abstract to the demure.

Previewing the collection, MyTheresa filmed two models wearing the exclusives. Juxtaposing a speedy electronic soundtrack, the pair is seen moving in a relaxed fashion, whether crossing their legs or turning their heads in unison.

Prada x mytheresa.com

While Theresa was originally founded as a bricks-and-mortar boutique in Munich, the retailer is more well-known globally as an ecommerce store. Like many of its pure-play online peers, MyTheresa has become a prime partner for brands that are newer to the ecommerce game. It has also helped brands launch special capsules.

For instance, Carolina Herrera worked with MyTheresa to retail some archival recreations in honor of its 35th anniversary, while Missoni linked with the retailer to sell its debut activewear line ([see story](#)).

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