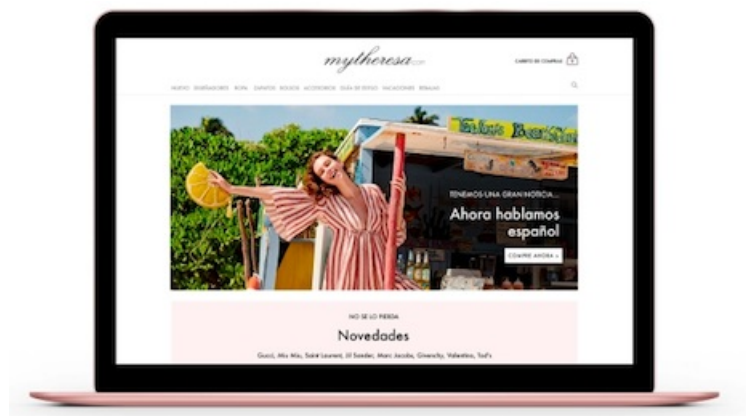


RETAIL

MyTheresa continues international expansion with Spanish site

April 4, 2018



MyTheresa launches Spanish site. Image credit: MyTheresa

By STAFF REPORTS

Fashion retailer MyTheresa is hoping to harness the size of Latin America with an ecommerce expansion.

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The Neiman Marcus Group-owned online retailer is launching a Spanish language Web site in hopes to target large countries with significant luxury audiences such as Mexico and Colombia, MyTheresa's CEO told Women's Wear Daily. The new Spanish platform joins a series of new language sites for MyTheresa including versions in Korean, Arabic and Mandarin.

"We always have a strategic view on where we see interest in developments, and while Latin America is not a big region right now at least when you compare it to the whole of Europe, Asia and the U.S. it is one of the fastest-growing regions right now in terms of ecommerce," said Michael Kliger, CEO of MyTheresa.com to Women's Wear Daily. "It is expected to grow 30 percent, which outplays the other regions, so we obviously want to move in early to build customer relationships and position ourselves ahead of our competition."

Native language

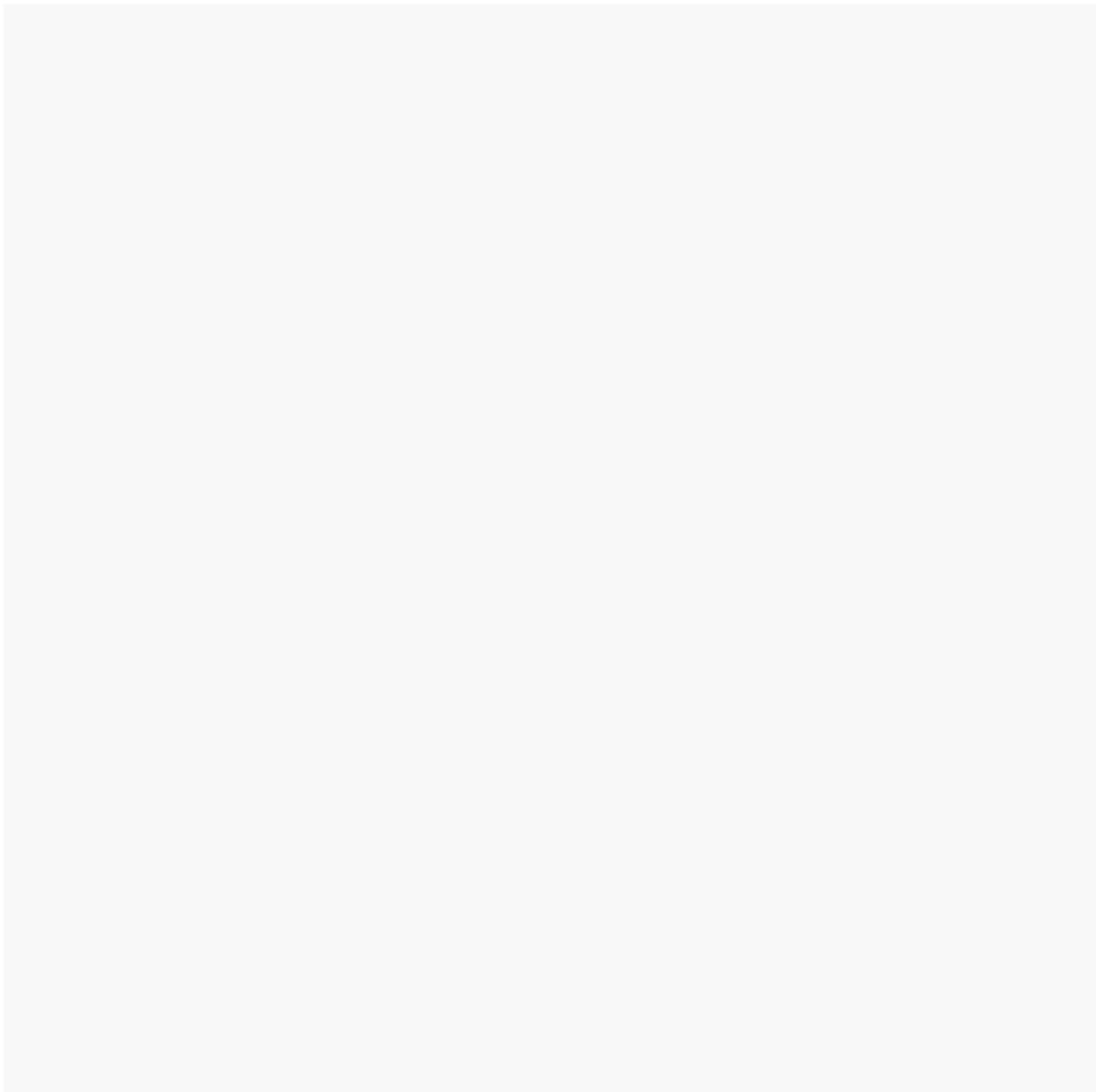
Colombian designer Johanna Ortiz is designing a special capsule collection for the Spanish MyTheresa launch.

Inspired by the Colombian city Cartagena, the line will launch on April 11 as a vacation collection. Ruffled skirts and printed kimonos flourish throughout the line.

MyTheresa's site overall is focused on a global customer, but its customer-driven services such as product information and email campaigns are all provided in native languages.

The ecommerce platform believes that catering to consumers in their native language and local culture is important in drawing them in.

MyTheresa hopes to become a global ecommerce force that all women look to for their luxury fashion choices.



Hola! We're pleased to announce that you can now shop on #mytheresa in Spanish.

A post shared by mytheresa.com (@mytheresa.com) on Apr 4, 2018 at 12:10am PDT

Prada's Miu Miu also raced into MyTheresa via an influencer campaign for its cruise 2018 collection, as the online retailer continues its brand partnerships, similar to its collaboration with Johanna Ortiz.

Featuring street style stars Vanessa Hong, Tamu McPherson and Diletta Bonaiuti, MyTheresa's effort translated the season's racetrack theme into a video game-inspired shoot. Aside from having an engagement benefit for brands, recent research found influencer marketing could also lead to sales ([see story](#)).

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