

APPAREL AND ACCESSORIES

Mytheresa pivots away from casual luxury in upcoming menswear launch

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Gucci is among the luxury labels that will be sold on Mytheresa's new men's vertical. Image credit: Gucci

By SARAH RAMIREZ

Fashion retailer Mytheresa is expanding beyond its core focus by introducing menswear. But could its specific focus on a more tailored experience allude to the fall of streetwear's popularity?

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Mytheresa Menswear will launch in January 2020, rounding out its women's wear and children's wear offerings. Instead of fully embracing luxury casual wear in the same vein as other retailers, Mytheresa will be catering to an ultra-luxury audience, despite streetwear's exceptional popularity.

"From a market share perspective, brands that have primarily had a focus on womenswear are focusing on expanding their assortment in a number of ways which includes thinking of menswear or gender fluid items," said Kimmie Smith, cofounder, creative director and stylist at [Athleisure Mag](#). "For those that have always created items for both genders, it's a great way to increase buys within retailers that already sell to both as having an additional outlet for brands that make menswear only."

"In addition, for brands that are thinking about stepping into menswear, it's a good incentive that they can test portions of their collections within Mytheresa and grow organically from that point of distribution," she said.

Ms. Smith is not affiliated with Mytheresa, but agreed to comment as an industry expert.

Mytheresa men's

After being devoted to women's wear over the last three decades, Mytheresa has recently begun to expand its offerings to reach new audiences.

Last year, 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 ([see story](#)).

In January, Mytheresa Kids debuted with children's wear and accessories from true luxury labels including Balmain, Burberry and Fendi.



More than 120 brands will be included in the initial launch of Mytheresa's menswear segment, including Gucci, Balenciaga, Prada and Loewe.

"The move into menswear is a natural evolution for Mytheresa as the business continues to expand," said Michael Kliger, president of [Mytheresa](#), in a statement. "We want to present a new point of view in the post-streetwear era and be a fashion authority with a European tone of voice in menswear as we are already in women's."

"For mens we are taking a high fashion and highly curated approach," he said. "It is more about tailoring, suiting, original design and appreciation of quality and brand heritage and a refined view on streetwear."

Shoppers will be able to find the menswear selection on Mytheresa's Web site, although it will have its own distinct branding. This will include different typography, photography and an emphasis on products, rather than editorial features.



Mytheresa has long focused solely on women's luxury apparel. Image credit: Mytheresa

Mytheresa is not completely rejecting casual menswear.

As [WWD reports](#), luxury footwear, including sneakers, will be sold on the men's side. However, Mytheresa will also look to leather footwear and other pieces that will bridge the gap between sneakers and formal shoes.

"Post-streetwear are the items that were made popular in streetwear and then had the staying power to be adopted beyond first adopters and ultimately can be seen as staples that make a statement," Ms. Smith said.

Luxury streetwear

A growing number of retailers are investing more in menswear, including entry-level pieces geared for younger consumers.

In 2018, online retailer Moda Operandi branched out into the menswear market, giving men access to straight-off-the-runway fashion. For menswear, the retailer has created a unique experience, with dedicated trunk shows, curated edits and exclusive capsule collections ([see story](#)).

Department store chain Nordstrom is putting a focus on menswear with the launch of a thematic pop-up series.

New Concepts will allow consumers to shop a revolving selection from numbered pop-up shops via digital and online. Curated by Sam Lobban, Nordstrom's vice president of men's fashion, New Concepts cycles through different brand partnerships, allowing the retailer to provide newness to its male clientele ([see story](#)).

British department store chain Selfridges is also investing in menswear with a physical space devoted to high-end streetwear.

Its retail concept the "Designer Street Room" was developed with brand mixing and cross-category shopping in mind, including luxury labels such as Gucci and Versace. Selfridges' strategy reflects consumers' high-low shopping patterns, as they curate wardrobes that blend a bevy of brands ([see story](#)).

"I don't think that the bubble is going to burst in terms of streetwear as this portion of fashion has a natural ebb and flow that amplifies certain areas of fashion that are on a trend," Athleisure Mag's Ms. Smith said. "I believe that ready-to-wear menswear will continue to grow as a luxury category because women's wear took that lead and many designers looked to the elements that worked in this category and how they could grow and diversify looks for men as well."

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