

RETAIL

## German online retailer Mytheresa raises \$378K for Red Cross COVID-19 efforts

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The Loewe Paulas 2020 collection on Mytheresa.com. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Online retailer Mytheresa has raised \$378,000 in donations for the Red Cross from sales of full-price products in Europe.

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The Munich-based company collected the COVID-19 relief funds by donating 10 percent from the proceeds of each item, be it apparel or accessories, sold on its site to European customers. The fundraising period ran March 19-31.

"As societies and individuals we are facing today an unbelievable crisis," said Michael Kliger, president of Mytheresa, in a statement.

"As a company, we want to support all communities in the fight against COVID-19," he said. "We are thus very proud and happy to have raised 350,000 euros with our campaign in March for the Red Cross in Europe.

"Even though the donation is only a small amount given the enormous needs we are facing, I am very proud to see how our teams across Europe are standing together on this issue. This is the only way to overcome this crisis we are all in this together."

**Mytheresa**, loosely affiliated with Neiman Marcus Group but not affected by the U.S. department store group's recent bankruptcy filing ([see story](#)), is fully operational and delivering worldwide with a few exceptions.

The company said it is complying with all guidelines to keep its employees, customers, and brand and service partners safe.

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