

RETAIL

Mytheresa appoints Heather Kaminetsky as North America president

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Mytheresa welcomed a record number of new shoppers in Q2 2021. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Ecommerce retailer Mytheresa is continuing its push for expansion with a new president for North America.

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Heather Kaminetsky arrives to the retailer with a breadth of consumer-centered experience, having held previous positions at Net-A-Porter, Barneys New York and most recently serving as chief brand officer at direct-to-consumer startup M.Gemi. She will be responsible for all Mytheresa customer-facing activities in the North American market including personal shopping, communication and affiliate marketing.

"The U.S. is an important growth market for Mytheresa," said Michael Kliger, CEO of Mytheresa, in a statement. "It is a game-changer for us to have a dedicated local team to make more consumers aware of our unique value proposition and to deliver the first-class shopping experience that our customers expect.

"Heather has proven in the past that she can scale brand awareness and a customer base for companies such as Net-A-Porter and Barneys New York, thus we are extremely delighted to welcome her as the new president of Mytheresa North America," he said. "This marks another milestone for Mytheresa in our ambition to become the leading curated platform in luxury fashion."

Consumer-facing, consumer first

Ms. Kaminetsky will begin her role on June 1. Mytheresa is gearing up to install a full customer-facing team in North America as part of its expansion strategy to increase brand awareness and market share in both the United States and Canada.

In the first six months of fiscal year 2021, Mytheresa reported for the U.S. a share of 11.5 percent of total net revenues compared to a 10.5 percent share in the first six months of fiscal year 2020. This equals an increase of approximately 43 percent in the first half of fiscal year 2021 compared to fiscal year 2020.



Mytheresa has named Heather Kaminetsky its new president North America. Image credit: Mytheresa

The latest announcement comes as the platform recently launched a brand awareness campaign emphasizing Mytheresa's unique position in combining a highly curated selection with thoughtful customer service for high-end luxury consumers. The campaign includes a partnership with *WSJ*, the Wall Street Journal magazine, with a digital event and video series; a digital and social media collaboration with interior designer and author, Athena Calderone and a social media push with key U.S. influencers to promote the Mytheresa experience from April to June.

Mytheresa achieved 158.6 million euro, or \$193 million at current exchange, in net sales for Q2 2021, an increase of 32.9 percent. The retailer is continuing to actively grow its customer base ([see story](#)).

With the new appointment, Mytheresa hopes for continued growth.

"I am thrilled to join Mytheresa leading the business in North America," Ms. Kaminetsky said in a statement. "I am exhilarated by the strong business and brand positioning that Mytheresa has built in the past years, and I look forward to significantly scaling the market share and presence over the next years."

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