

RETAIL

Online retailer MyTheresa names new program for rising Chinese designers

November 10, 2022



MyTheresa's Chinese Designer Program is meant to promote fashion talent from China to a global audience. Image credit: MyTheresa

By LUXURY DAILY NEWS SERVICE

Online fashion retailer MyTheresa has introduced its China Designer Program to shine a spotlight on up-and-coming Chinese fashion designers.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The four designers selected to be in the inaugural cohort Didu, Jacques Wei, Susan Fang and Xu Zhin will gain worldwide exposure via MyTheresa's 2 million followers across Chinese and international social media. In addition, they will enter into an exclusive contract with TMagazine China, and will be featured in events taking place next year in Shanghai and Paris.

"We are proud to introduce the China Designer Program," said Michael Klinger, CEO of MyTheresa, in a statement. "It will create visibility for talented Chinese designers with our global customer base. It will also create more awareness in the Chinese market for our highly curated and bespoke approach to luxury with many exclusive capsule collections."

"This program will create digital as well as physical branding moments for the selected designers," he said.

By design

The China Designer Program finalists were selected by a panel of high-profile judges, including Tiffany Hsu, vice president of MyTheresa womenswear and kidswear fashion buying, Chuxuan Feng, editor in chief of TMagazine China and stylist Fil Xiao Bai.

The program will culminate in the chosen designers presenting exclusive womenswear capsules to [MyTheresa](#).

In addition to providing a platform for new designers, all involved are confident that the program will benefit the Chinese fashion industry moves into a new era on the global stage.

"We are very excited to be taking this opportunity to work with some of the best young Chinese design talents today," Ms. Hsu said.

"To be able to support them and showcase their vision on our international platform," she said. "Chinese fashion is

heading into a new era and we want to be at the forefront of that."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.