

RETAIL

## Mytheresa reopens menswear store in Munich, triples square footage

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*The expansion picks up where the retailer's 2020 opening left off, arriving complete with a contemporary client experience. Image credit: Mytheresa*

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is continuing to scale one of its fastest-growing verticals.

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The e-commerce platform is unveiling an updated version of the company's sole menswear-centric retail location in Germany. Aiming to become the category's leading destination digitally and physically, Mytheresa's expansion picks up where its original 2020 opening left off, arriving complete with contemporary interior touches and a revised client experience.

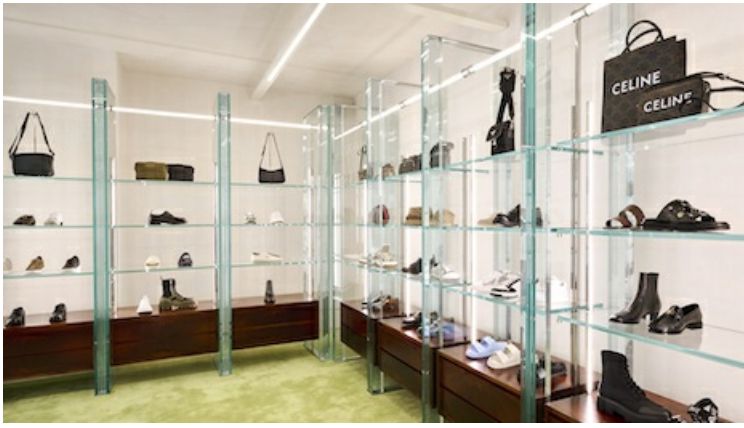
"We are excited about the store reopening and the greatly enhanced shopping experience for our Menswear clients in Munich," said Michael Kliger, CEO of [Mytheresa](#), in a statement.

"With the expanded space, the luxurious design and the strong focus on a curated menswear assortment, we want to create the best luxury shopping experience for menswear."

Expand and enhance

Launched online in January 2020, the retailer has been previously joined by fan favorites such as Bottega Veneta, Gucci, Moncler, Prada and Saint Laurent.

Over the years, merchandisers would push to link with luxury names including Italian fashion house Dolce & Gabbana on Mytheresa Men exclusives, driving market share with smart distribution and buzzy activations. The reopening now adds names such as Spanish fashion label Loewe ([see story](#)), French fashion brand Jacquemus and Italian fashion house Brunello Cucinelli to that lineup.



*The reopening adds luxury names that are newer to the retailer into the mix. Image credit: Mytheresa*

Located at 4-6 Schfflerstrasse, the company's Menswear Store will offer a highly-curated selection of ready-to-wear, leather goods, accessories and footwear collections from the leading global forces in luxury fashion.

Upleveling the blueprint, Mytheresa's edits tripled the space from just over 1,000 square feet in size, amounting to a current footprint that surpasses 3,000 square feet. Renovations headed by Italian design firm Studio Baciocchi frame the strategic retail revival.

A blend of natural materials and mirrored detailing connect back to the preceding space, while a large storefront and new entrance bring a sense of modernity onto Mytheresa's new grounds. Furniture pieces designed exclusively for the shop are positioned throughout its updated footprint.



*A blend of natural materials and mirrored surfaces bring a sense of modernity onto the grounds. Image credit: Mytheresa*

The new menswear outpost bears ties to the company's founding multi-brand store, formerly based out of the nation's second-largest city.

Established in 1987 as a boutique, Mytheresa first went digital in 2006. Having since built a larger following and stronger foundation across categories, the high-end stockist returns to its home domain, once more seeking to drive traffic in-store.