

RETAIL

Mytheresa partners with DHL to lower delivery emissions

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Mytheresa, based in Germany, is the first and largest global e-commerce platform to make use of DHL's GoGreen Plus program, launched in 2023. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is teaming up with one of the world's biggest shipping companies.

Aiming to lessen the environmental impact of getting luxury goods to clients, the ecommerce platform has signed a five-year agreement with DHL Express for the delivery company's new GoGreen Plus service. Announced Jan. 10, the partnership pushes Mytheresa closer to net-zero status.

"Based on this unique long-term agreement with DHL Express on the use of SAF, we will be able to significantly reduce greenhouse gas emissions per order shipped," said Sebastian Dietzmann, COO of Mytheresa, in a statement.

"With this largest ever investment by a company in Europe in DHL Express' GoGreen Plus program, Mytheresa underlines its extraordinary ESG commitment and offers its luxury customers an even more sustainable shopping experience in the future."

Sustainable action

Mytheresa, based in Germany, is the first and largest global e-commerce platform to make use of GoGreen Plus, which launched in 2023.

By utilizing sustainable aviation fuel (SAF) alternative sources include cooking oil, corn, waste and hydrogen, as opposed to the aviation standard of crude oil the program cuts carbon outflow across its global air shipments.

Mytheresa is investing 7 million euros, equaling a little over \$7.6 million at current exchange, in the update over the term of the agreement.



GoGreen Plus will help both companies lessen their impact on the environment. Image credit: Mytheresa

Air shipments make up a significant amount of the retailer's deliveries. Mytheresa expects to transport 27,000 tons of luxury products with DHL.

"The partnership between Mytheresa and DHL Express in Germany has existed since 2006," said Mustafa Tongu, managing director at DHL Express Germany, in a statement.

"Since then, we have worked closely together to continuously develop our service for the benefit of Mytheresa's customers," Mr. Tongu said. "Our joint work goes beyond business, because we also share common values for a better future.

"This makes me particularly proud and the five-year GoGreen Plus agreement we have now signed is another milestone on this partnership journey."

Other companies across luxury are also making strides in sustainability, with U.S. retail group NMG cutting its carbon emissions by 42 percent last year, compared to its 2019 baseline ([see story](#)).

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