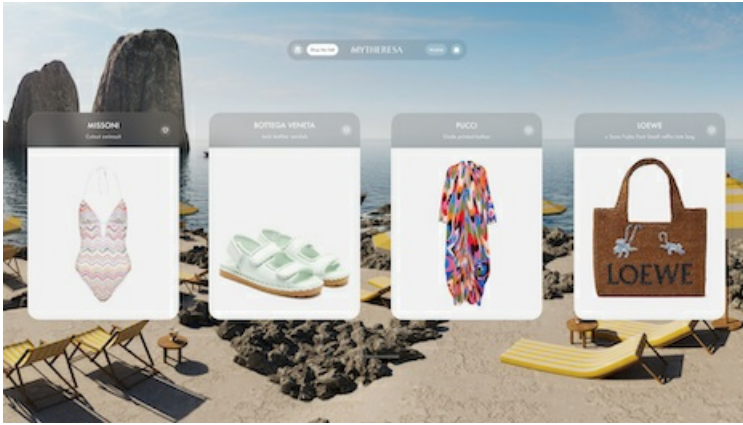


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# Mytheresa launches shopping experience for Apple Vision Pro

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A curated array of collections are now accessible via the new app. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is out with an update for Apple's newly launched Vision Pro device.

The company and visionOS developer Obsess have created an immersive shopping space fit for virtual reality (VR) realms. Set in Paris and Capri, a curated array of wardrobe products from luxury brands such as Loewe, Valentino and Saint Laurent are now accessible on the digital platform.

"Mytheresa firmly believes that selling luxury products needs emotions and unique experiences for customers," said Michael Kliger, CEO of Mytheresa, in a statement.

"That is why we have become famous for creating true money-can't-buy physical experiences for our best customers," Mr. Kliger said. "With Apple Vision Pro we see the opportunity to create remarkable experiences that bring our users closer to Mytheresa.

"That is why we are keen and proud to lead the way with our Mytheresa app as one of the very first luxury brands on Apple Vision Pro."

## Vying for VR

Both the Apple Vision Pro, which allows users to navigate interfaces using their eye and hand movements, and Mytheresa's app were released on Feb. 2.

As hyperrealistic visuals fill an individual's room and view, a new, exclusive pattern, visible in the app's introduction and the outro, accompanies Mytheresa's signature yellow box, further embedding the retailer into the minds of shoppers.

Further capitalizing on the experiential, the launch marries immersive retail and the world of traditional e-commerce, bringing collections directly to the tech-savvy customer ([see story](#)).

*Mytheresa offers an in-app look at the luxury shopping experience*

VR representations of collections and digital product carousels provide self-paced browsing and buying opportunities. The update is available for download in the [App Store for Apple Vision Pro](#).

Top consumers will soon have access to styling sessions with in-house personal shoppers, with more to come.

"Mytheresa's Apple Vision Pro experience represents a pivotal evolutionary moment for the luxury market," said Neha Singh, CEO and founder of Obsess, in a statement.

"In partnership with Obsess, the brand has created a truly sensory shopping experience, in which luxury consumers immerse themselves in stunning, hyper-realistic destinations that contextualize products for different occasions," Ms. Singh said. "Obsess is honored to partner with Mytheresa on their first visionOS app, which reinvigorates the emotional and grandeur of luxury shopping in a digital world."

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