

EVENTS/CAUSES

Mytheresa hosts Courrges collection in Shanghai

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The collection and event spotlight Courrges' more than 60-year history. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Online luxury retailer [Mytheresa](#) and French fashion label [Courrges](#) are working together to present an exclusive capsule.

The women's ready-to-wear collection was presented at a private event at Fotografiska Shanghai. Titled "The heritage & future of Courrges: how to reinterpret the codes of the past," the immersive exhibition's attendees witnessed the clothing on display, as well as a discussion between the brand's artistic director Nicolas Di Felice and Mytheresa CEO Michael Klinger.

Exclusive entrance

Guests at the event included students from Donghua University, Istituto Marangoni Shanghai, Shanghai Institute of Visual Arts, members of the press, celebrities, such as Fanny Lu, Lena Yang and Estelle Chen, and industry leaders and executives.

All of the participants were treated to a walk through Courrges's history, spotlighted through the individual pieces of clothing from the capsule. At the end of the evening, attendees were treated to an intimate dinner of high-end plates and discussions between emerging talents and creative directors from throughout the luxury segment.

Mytheresa and Courrges showcase their event in Shanghai

The exhibition was spotlighted in a YouTube video, shot by Menthae Yu, a local filmmaker, and released by Mytheresa.

Spanning T-shirts, tank tops, midi dresses, crop tops, jeans, jackets, sweaters and skirts, each piece draws upon the maison's heritage and current Parisian nightlife, melding the two themes to build toward the future. The collection is available [online](#) now.

French fashion house Louis Vuitton also recently utilized Fotografiska Shanghai as a pop-up space when the museum first launched last year ([see story](#)).
