

APPAREL AND ACCESSORIES

Mytheresa, Brunello Cucinelli host exclusive two-day experience in Italy

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The pair took to northern Italy for a star-studded, two-day event, held this weekend, from May 3-4. Image courtesy of Mytheresa

By LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa and Italian fashion house Brunello Cucinelli are coming together to promote a Mediterranean-inspired collection.

Styles from the brand's new High Summer capsule will prelaunch exclusively and globally on [Mytheresa.com](https://www.mytheresa.com), starting May 8. Taking to northern Italy to host a star-studded event at Lake Orta held May 3-4, a two-day experience underwritten by Mytheresa's content-driven marketing strategy precedes the impending debut.

Beating the heat

Celebrating the longstanding partnership between Mytheresa and Brunello Cucinelli, guests joined company executives, including the brand's founder, for a cocktail reception and dinner party on Friday.

VIPs such as English actor Ed Westwick, American model Jasmine Tookes and Sarah Harris, deputy editor at *British Vogue* enjoyed a menu prepared by Michelin star chef Antonino Cannavacciuolo at Italy's Villa Crespi estate.

On day two, a branded boat tour and scenic garden lunch at the privately owned Palazzo Gemelli in the historic village of Orta San Giulio wrapped the weekend affair.



Guests enjoyed a private boat tour during the weekend getaway. Image courtesy of Mytheresa

Situated just over an hour's drive from one of the world's most prominent fashion capitals, the activities kicked off just in time for this week's arrival.

Brunello Cucinelli's exclusive High Summer prelaunch reaches Mytheresa's digital storefront on Wednesday. The capsule includes various looks fit for the warm weather season.



VIPs gather at Lake Orta's privately owned Palazzo Gemelli estate for lunch in the garden. Image courtesy of Mytheresa

According to the brand, the fabrication and fit-focused looks are "designed for serene escapes," and feature natural tones.

Options for men and women blur the lines between casualwear and custom formalwear. Coastal blue shades additionally color the release.



The brand's High Summer styles are "designed for serene escapes." Image courtesy of Mytheresa

The prelaunch lands as peers, from luxury menswear brand Brioni ([see story](#)) to Swiss apparel and accessories label Bally ([see story](#)), phone home with current spring/summer 2024 collections.