

FOOD AND BEVERAGE

Mytheresa launches experiential pop-up in Aspen

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The digital platform is launching partnering with an Upper East Side staple. Image courtesy of Mytheresa

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is embracing classical luxury with its latest activation.

For the first time, Bemelmans Bar, a storied stop housed within The Carlyle, A Rosewood Hotel, will leave New York City's Upper East Side, arriving in Aspen as part of an experiential pop-up. Opened on Feb. 14, the space melds aprs-ski aesthetics, high-end hospitality and a curated clothing and jewelry edit, courtesy of Mytheresa.

"This collaboration brings Mytheresa's style to Aspen in the sophisticated setting of Bemelmans Bar offering the ultimate winter experience for those who appreciate the perfect martini alongside a finely curated edit of fashion and exquisite jewelry," said Heather Kaminetsky, president of North America at [Mytheresa](#), in a statement.

Sparkling snowfall

Situated in the center of downtown Aspen, Mytheresa's Bemelmans Bar collaboration features cocktails with a twist.

An ice bar offers glasses of Champagne with a side of precious gemstones, while a "Press for Fashion" button prompts shoppers to engage with the concept's styling component; when pushed, guests will be presented with a curated selection of items from Mytheresa's luxury collections tableside.



The coat check showcases an edit of luxury outerwear present on the platform. Image courtesy of Mytheresa

Bespoke murals created by New York-based artist Xavier Donnell adorn the walls. The artwork mimics the style of the imagery present in the Bemelmans Bar in the Big Apple, though in Aspen, it focuses on winter wonderlands, apres-ski and alpine fashion.

On the pop-up's opening night, award-winning pianist Earl Rose performed on a Steinway at the center of the space. Local talents will take his place for the remainder of the limited-time offering.

The bar will operate daily from 3 p.m. to 9 p.m. until its closure on March 2, 2025. Reservations can be made [online](#).



Martinis are served and delivered on sidecars by bartenders donning throwback red jackets. Image courtesy of Mytheresa

"Bemelmans Bar has been a defining part of New York's cultural and social fabric for almost a century," said Marlene Poynder, managing director of The Carlyle, in a statement.

"To bring its legacy to Aspen for the first time is a meaningful moment, made possible through our partnership with Mytheresa a brand that shares our commitment to artistry and exceptional experiences."

Other luxury brands are expanding their hospitality offerings as well, with Italian fashion house Giorgio Armani making its restaurant debut in China earlier this month ([see story](#)).