

PRESS RELEASE

Packaging with a wow factor: Thimm develops exclusive e-commerce packaging for luxury multi-brand digital platform Mytheresa

Norheim, 30 October 2024 - As one of the leading luxury multi-brand digital platforms, Mytheresa sets high standards for quality and appealing design - also when it comes to packaging. With Thimm as its new partner for innovative and sustainable packaging solutions, Mytheresa now offers a bespoke shipping box with the exclusive Mytheresa pattern to further elevating the physical shopping experience of its luxury customers.

Designed by Thimm, the packaging is made from high quality printed corrugated board and recyclable. While the outside of the box is kept in a natural brown colour, the inside of the box has an eye-catching design: the exclusive Mytheresa pattern reflects the world of Mytheresa and creates a wow factor when the box is opened. By carefully selecting recycled paper, Thimm was able to print the design on bright white material, meeting Mytheresa's requirements to continue to offer its customers a lower-impact alternative to its signature yellow-boxes. Another highlight is the included "With Love from Mytheresa" card, which adds an emotional touch to the unboxing experience for Mytheresa customers. This card is pre-attached to the inside of the box lid at Thimm's production facility, saving Mytheresa additional assembly work.

The box can be assembled quickly and efficiently during the packing process thanks to its four-point glued base. Two integrated glue stripes allow the box to be sealed without additional tape, both for Mytheresa's shipping process and for easier customer returns. Available in eleven different sizes, the packaging has been optimised to ensure a perfect fit for every Mytheresa order, minimising wasted space. An integrated tear strip ensures easy opening of the box.

Michael Kliger, Chief Executive Officer of Mytheresa, said: "We believe that the way luxury products are presented plays a crucial role in how our customers feel about their shopping experience with us. Our new packaging has been carefully designed to ensure that each unboxing moment will bring joy and inspiration to our customers."

About Thimm

Thimm is a leading solutions provider for the packaging and distribution of consumer goods. Its sustainable solutions portfolio includes corrugated cardboard transportation and sales packaging, high-quality promotional displays and print products for further industrial processing. Through its innovative, simple and sustainable solutions, Thimm helps its customers to differentiate and individualise themselves in the market. To this end, the family business will use its "Thimm 2030" strategic pathway to anticipate and solve the economic, ecological and social challenges of the future.

Thimm's aim is to always offer its customers the simplest and best solution. This strong customer focus drives the innovation and the pioneering spirit of the company. There is therefore consistent investment in expanding the company's market presence as well as in future-oriented technologies for the next generation. Founded in 1949, the family business currently has around 2,500 employees at 12 sites in Germany, France, Poland, Romania and the Czech Republic, and generated annual revenue of around EUR 723 million in 2022. For more information visit thimm.com

About Mytheresa

Mytheresa is one of the leading luxury multi-brand digital platforms shipping to over 130 countries. Founded as a boutique in 1987, Mytheresa launched online in 2006 and offers ready-to-wear, shoes, bags and accessories for womenswear, menswear, kidswear as well as lifestyle products and fine jewelry. The highly curated edit of up to 250 brands focuses on true luxury brands such as Bottega Veneta, Brunello Cucinelli, Dolce&Gabbana, Gucci, Loewe, Loro Piana, Moncler, Prada, Saint Laurent, The Row, Valentino, and many more. Mytheresa's unique digital experience is based on a sharp focus on high-end luxury shoppers, exclusive product and content offerings, leading technology and analytical platforms as well as high quality service operations. The NYSE listed company reported €913.6 million GMV in fiscal year 2024 (+7% vs. FY23).

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