

COMMERCE

Mytheresa appoints new marketing executive

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Amber Pepper will step into the position of chief customer experience officer next month. Image credit: Mytheresa

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Online luxury retailer Mytheresa is adding an industry advertising veteran to its staff.

Effective Oct. 1, 2024, Amber Pepper will serve as the new chief customer experience officer. In the role, Ms. Pepper will oversee partner marketing, brand management, communication and top customer engagement as a part of the company's senior leadership team.

"We are truly delighted that Amber is joining us," said Michael Kliger, CEO of **Mytheresa**, in a statement.

"Her expertise and experience will be instrumental to further grow the leadership position of Mytheresa as the best digital multi-brand platform, creating a community for luxury enthusiasts around the globe," Mr. Kliger said. "I am very excited to work closely with Amber on our journey for the coming years."

Industry talent

Ms. Pepper has nearly 25 years of experience in the luxury sector, serving in marketing roles for digital platforms, in-person events and everything in between.

Most recently, she was simultaneously the head of marketing and communications at British department store Harrods and managing director of fashion public relations firm Brower Lewis PRCo. Before that, she took on executive advertising roles at retail group Farfetch and U.S. fashion group Tapestry.



Ms. Pepper has extensive industry experience to draw upon in her new position. Image credit: Mytheresa

"I am honored and excited to be joining Mytheresa as Chief Customer Experience Officer," said Ms. Pepper, in a statement.

"Mytheresa is a brand that I have admired for many years," she said. "I very much look forward to working with Michael Kliger and the talented teams to drive this exceptional business, offering both brand partners and customers a truly unique experience."

Over the course of the last month, many executive appointments have been announced throughout the luxury space, with high-end hotel operator Auberge Resorts being the latest, naming a new CEO ([see story](#)).