

# Vitkac Expands Its Luxury Curation with New Designer Partnerships.

NEW YORK, NY, UNITED STATES, March 28, 2025 /EINPresswire.com/ -- Vitkac.com, the premier destination for luxury fashion, continues to solidify its position as a trendsetter in high-end retail by partnering with six new designers and adding them to its esteemed e-commerce platform. DeMellier, American Vintage Kids, Avavav, Sporty & Rich Kids, A Bathing Ape, and Flower Mountain join the Vitkac roster, marking an exciting chapter in the company's ongoing mission to break new designers into the mainstream. As a dedicated curation platform for [high-end shopping](#), Vitkac continues to shape the future of luxury retail by introducing fresh talent alongside established names.

## The History of Vitkac: A Symbol of Prestige and Exclusivity

Vitkac was founded with a vision to redefine luxury shopping, offering an unmatched experience that blends heritage, exclusivity, and contemporary fashion. The brand's flagship store, located in the heart of Warsaw, Poland, opened its doors in 2011 and quickly became a landmark for high-end retail. Designed to rival the world's most prestigious shopping destinations, the Vitkac building stands as a testament to refined taste, housing the most coveted luxury labels under one roof.

As the digital landscape evolved, Vitkac.com [Luxury Online Shop](#) emerged as a global e-commerce powerhouse, bringing the boutique experience to a worldwide audience. With a keen eye for innovation and a commitment to showcasing both established and emerging designers, Vitkac has continually adapted to the ever-changing fashion industry while maintaining its dedication to quality and exclusivity. Today, it remains a leader in luxury retail, offering an expertly curated selection of fashion, accessories, and footwear to discerning shoppers across



Vitkac Luxury Online Shop Grand Lodz Art Deco Photo Shoot

the globe.

#### Meet the New Designers

DeMellier – Founded by Mireia Llusia-Lindh, DeMellier is a London-based handbag brand renowned for its timeless yet contemporary designs. With an emphasis on craftsmanship, ethical production, and sustainability, DeMellier has quickly become a go-to label for fashion-forward individuals seeking understated luxury.

American Vintage Kids – An extension of the beloved French brand American Vintage, this collection brings the same effortless chic to children’s fashion. Known for its soft fabrics, relaxed silhouettes, and timeless appeal, American Vintage Kids blends comfort with sophisticated design.

Avavav – A rebellious and avant-garde label from Sweden, Avavav, founded by Beate Karlsson, is known for its playful and exaggerated designs. With bold shapes, unexpected textures, and a humorous approach to high fashion, Avavav continues to challenge traditional norms and redefine modern luxury.

Sporty & Rich Kids – The youthful counterpart of the popular athleisure brand Sporty & Rich, this line embraces a vintage-inspired aesthetic while prioritizing comfort and quality. The brand, founded by Emily Oberg, is synonymous with effortless style and wellness-driven fashion.

A Bathing Ape (BAPE) – A legendary name in streetwear, A Bathing Ape has been a pioneer in the industry since its launch in Japan in 1993. Known for its bold camouflage prints, shark hoodies, and high-profile collaborations, BAPE continues to be a dominant force in global street fashion.

Flower Mountain – A fusion of Japanese and Italian craftsmanship, Flower Mountain specializes in high-quality, nature-inspired footwear. With a focus on innovation, functionality, and artistic design, the brand merges outdoor aesthetics with urban appeal, making it a standout in contemporary footwear.

#### A Promising Year for Vitkac

With these exciting new partnerships, Vitkac.com is set to make 2025 a landmark year in luxury fashion. As the platform continues to expand its carefully curated selection, it remains committed to supporting designers on their journey to global recognition.

Mateusz Ciba, General Manager of Vitkac, expressed enthusiasm about the company's trajectory: “2025 is already shaping up to be an exciting year for Vitkac. We are thrilled to welcome these new designers to our platform and look forward to seeing them grow. Our mission has always been to bring the best in luxury fashion to our customers, and we’re excited to continue adding even more innovative designers in the months ahead.”

By adding these cutting-edge brands to its portfolio, Vitkac.com further cements its role as the

go-to destination for high-end shopping. Through strategic partnerships and an unwavering commitment to excellence, Vitkac ensures that fashion enthusiasts and trendsetters always have access to the most exclusive and forward-thinking brands in the industry.

#### About Vitkac Luxury Online Shop

Founded by Arkadiusz Likus, Vitkac Luxury Online Shop offers an unmatched array of men's and women's designer bags, shoes, clothing, accessories, and jewelry from 200+ prestigious brands, catering to discerning fashion-conscious clientele. Established in 2011 as an extension of the renowned VITKAC department store in Warsaw, with roots dating back to 1992 as an exclusive fashion brand importer in Poland, VITKAC boasts several luxurious boutiques across the country. Its Warsaw shopping center is the largest in Central and Eastern Europe, showcasing the finest luxury brands. From well-established names like Gucci, Versace, and Balmain to emerging favorites such as Jacquemus, DSquared2, and Rick Owens, Vitkac.com Luxury Online Shop caters to the discerning tastes of fashion-conscious and high-end clientele.

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