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Mytheresa Out East brings its luxury shopping experience to the Hamptons.

HOT WHEELS

The East End's chicest new shopping destination arrives on four wheels, courtesy of Mytheresa.
by RACHEL FEINBLATT

Inside, find a curated edit of designer pieces.

FORGET THE ICE cream truck. The most coveted vehicle cruising the East End this season comes wrapped in a Storm Blue Rivian R1T and trails behind it something far more coveted.

Mytheresa Out East needs no introduction. Excuses about having nothing to wear are officially off the table thanks to the luxury retailer's roving boutique, making stylish stops at the very addresses already filling your summer calendar. Find it at The Hedges Inn, Topping Rose House, Wölffer Estate Vineyard and Montauk Yacht Club. Translation: Your summer wardrobe is officially sorted.

Through early August, Tuesdays and Wednesdays are reserved for Mytheresa's top clients, who receive the full white-glove experience behind closed doors. Come Thursday, the doors open to the rest of the East End style set, with walk-ins welcome.

Step inside and you'll find a space that feels less like a trailer and more like the chicest beach house, furnished by Lulu and Georgia. Inside, a tightly curated edit is designed for every Hamptons occasion, from afternoons at the beach club to sunset soirees. Before you leave, Mytheresa sends you off with one final flourish: a custom floral arrangement presented in a Ginori 1735 vase.

With plenty worth coveting this season, Mytheresa Out East is the grown-up version of the ice cream truck—only this time, you're chasing designer fashion instead of dessert. *mytheresa.com*

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