

MITHRIDATE

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Daniel Fletcher Appointed Creative Director of MITHRIDATE



MITHRIDATE, the Chinese contemporary luxury fashion house, has appointed Daniel Fletcher as Creative Director, effective immediately. The London-based designer will split his time between China and a London studio to oversee the mens and womenswear collections, leather goods and accessories.

The decision to appoint Fletcher speaks to the brand's view of a global future. Fletcher will work closely with CEO Tina Jiang, who will lead on operations and business, with the design and strategy aligning to work towards a greater global footprint that maintains artistic integrity and prioritises craftsmanship throughout.

MITHRIDATE commences its new era by sharing a defining campaign image starring British style icon Alexa Chung, who Fletcher says 'represents the MITHRIDATE woman I imagine when I'm designing.' Shot by Fabien Kruszelnicki in New York, the inspiration behind the imagery comes from Nineties-era leisurewear catalogues and heritage athlete portraits.

In addition, a new logo that centres around the M insignia is revealed. The new typeface is inspired by antiquities that would have held the semi-mythical mithridate remedy, created by Mithridates VI Eupator of Pontus in the 1st century BC, as well as Savile Row and Jermyn Street shop signs thus uniting the house's two new points of reference.

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Daniel Fletcher, Creative Director of MITHRIDATE says:

"I am extremely grateful to begin this new chapter in my career with the total trust of the whole MITHRIDATE team. My aim is to create a new legacy that brings together influences from my British culture and heritage and align them with the remarkable Chinese craftsmanship that MITHRIDATE has access to. This feels like such a unique position to be in as I present new original ideas of my own and develop an identity that is not weighted heavily on an archive's influence but allows me to expand on my vision while also exploring new areas of technique thanks to MITHRIDATE's established infrastructure."

Tina Jiang, CEO of MITHRIDATE says:

"This is a really exciting new chapter for MITHRIDATE as we align the East and West and present our customers with a new vision. I've always loved British culture so it makes sense that I would want to bring in a creative director like Daniel who not only has lots of great experience working in the global fashion industry, but who also has great taste that I admire. Our customer knows what they want and I'm certain they'll get on board with Daniel's sophisticated design signature. Going forward, we want transparency between the brand and a customer as we see they are becoming increasingly more interested in the behind-the-scenes decisions. So, we want to play this game of fashion with them, as, with Daniel on board, we make the most of a great opportunity to make MITHRIDATE a truly global brand."

About MITHRIDATE

MITHRIDATE was founded in London in 2018 and is headquartered in Guangzhou by CEO Tina Jiang. At the root of the brand is a commitment to craftsmanship, timeless design and an innovative approach to transcending traditional season cycles. The brand lends its name from Mithridates VI, the ancient King of Pontus, who famously safeguarded himself against poisons through his self-devised antidotes—a concept mirrored in the brand's ethos of resilience and rule-breaking creativity. The first MITHRIDATE store opened in Shanghai in 2022 and another seven independent retail stores across China now join it.

About Daniel Fletcher

Born in Cheshire in the North West of England, Daniel Fletcher launched Daniel W. Fletcher shortly after graduating from the prestigious Central Saint Martins in 2015. Alongside running his eponymous brand for almost a decade, he simultaneously held roles at JW Anderson and at Louis Vuitton, before becoming artistic director of Fiorucci. He is the winner of several industry awards including a LVMH Prize nomination, a GQ Award and a semi-finalist of the International Woolmark Prize.

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