

MR PORTER

SHOP AS YOU WATCH: MR PORTER LAUNCHES SHOPPABLE APPLE TV APP

29 September, 2016 (GLOBAL) – MR PORTER, the global retail destination for men's style, is pleased to launch the new shoppable **MR PORTER app**, **exclusively available on Apple TV** and a first in luxury content and commerce.

MR PORTER for Apple TV, specifically designed for tvOS, will enable customers to shop from award-winning video content from over the last five years of MR PORTER's weekly shoppable digital magazine, The Journal. The content will be updated regularly with the latest short films and exclusive video from each issue. Highlight films range from insider-knowledge on 'Tokyo's Best Kept Secret,' and informative tutorials as 'How to Iron a Shirt,' through to behind-the-scenes access with '24 Hours with...Public School.'

The Apple TV app can automatically download when the MR PORTER iOS app is downloaded for iPhone or iPad. The app has been built using the newly released Swift 3 – Apple's latest and most powerful programming language enabling lightning-fast software. tvOS features such as Multipeer connectivity enables seamless connection between MR PORTER apps across Apple TV, iPhone and iPad via WiFi or Bluetooth so viewers can shop menswear and lifestyle products they see on TV while browsing the app from the biggest screen in the living room or on-the-go.

"As we aim to create innovative new omnichannel retail experiences by combining TV and e-commerce, we couldn't be prouder of the MR PORTER team: the vision of shopping luxury via Apple TV is now a reality. We are excited that MR PORTER is among the first to give luxury customers a great new way to shop."

Mr Federico Marchetti, YOOX NET-A-PORTER GROUP Chief Executive Officer

"As our customers have always had the ease and opportunity to shop directly from the digital pages and video-series of The Journal, we're now thrilled they'll be able to connect their shopping experience with the viewing-pleasure of video series and short films within Apple TV's network of innovative channels and first rate content."

Mr Jeremy Langmead, MR PORTER Brand and Content Director

The **MR PORTER Apple TV app** is available without cost and exclusively at [LINK](#).

The **MR PORTER iPhone app** is available on Apple.com at the following link:
<https://itunes.apple.com/us/app/mr-porter/id481673241?mt=8>

For more information please contact:

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About MR PORTER:

MR PORTER launched in February 2011 and has established itself as the award-winning global retail destination for men's style, combining unparalleled product offering from the world's best menswear brands including Brioni, Givenchy, Gucci, Lanvin, ACNE Studios, Burberry Prorsum, Paul Smith, Slowear, and Saint Laurent alongside fine watches, over 45 specialist grooming brands and most recently MR PORTER SPORT – a dedicated sport and performance category that encompasses technical and stylish wares suited to nine disciplines. MR PORTER publishes unmatched content through its weekly shoppable digital magazine, The Journal, its bi-monthly newspaper, The MR PORTER Post, and its bite-sized, several-times-a-day digital news source, The Daily, all powered by MR PORTER. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries including same-day delivery to New York and London and next day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal shopping team that are available 24/7, 365 days a year.

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