

MR PORTER

GUCCI TO LAUNCH EXCLUSIVE CAPSULE COLLECTION ON MR PORTER

APRIL, 2017 (GLOBAL) - MR PORTER, the award-winning global online destination for men's style, along with Gucci, one of the world's leading luxury fashion brands, is pleased to announce the upcoming launch of an exclusive capsule collection under the creative direction of Alessandro Michele.

Debuting on MR PORTER on May 18th, the **43-piece capsule collection** is inspired by urbanism and self-expression, anchored in classic tailoring silhouettes and eccentric sportswear. The collection is across ready to wear, shoes and accessories and infuses the House's rich textures and fabrications in a vivid colour palette of zesty oranges and yellows, azure blues and bordeaux reds.

Predominant through the collection are Gucci's iconic motifs such as the bee and tiger, and the newest additions, such as the skeleton and the cat, that are playfully emblazoned across the body of a blazer or pocket of a pair of washed jeans. Stand out pieces include a lilac fil coupé shirt, a yard wool jacquard bee crewneck sweater, a blueberry-coloured technical jersey zipped jacket with paisley print and embroidered tiger, and a pair of iconic horsebit loafers in a GG wallpaper print elaborated in striking mimosa.

The rest of the collection features blue-washed five pocket jeans, prep school-inspired tailored jackets and trousers along with two formal suits, technical sportswear, and small accessories including leather bracelets, cufflinks, ties, watches and scarves. A yellow Gucci label will feature across each ready to wear piece, unique to this exclusive capsule collection.

This exclusive capsule collection is an exemplary union of MR PORTER's traditional English-tailoring roots and Gucci's Italian romanticism, and all pieces are anchored in a lightness in spirit and eccentricity.

An integrated global marketing campaign will launch this partnership across MR PORTER's social media, email, and website and app platforms, culminating in an exclusive MR PORTER x GUCCI video shot on location in London.

"We are the thrilled to partner with Gucci on this exclusive project, at a time when the House is so vibrant and influential in its designs. Alessandro and his team's talents truly shine through with this unique capsule collection of iconic pieces, all of which we're sure will be an instant success with our global customer."

Mr Toby Bateman, Managing Director, MR PORTER

"We are pleased to build on the success of our exclusive capsule collection for Net a Porter last year with a new capsule this time for Mr Porter, whose clients are unquestionably some of the most knowledgeable and sophisticated menswear fashion consumers in the marketplace."

Mr Marco Bizzarri, President and CEO, Gucci

Prices range from £140 / \$200 to £2,030 / \$3,350

To view the current Gucci Collection: <https://www.mrporter.com/mens/designers/gucci>

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MRPORTER.COM

MR PORTER launched in February 2011 and has established itself as the award-winning global retail destination for men's style, combined with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, APC, Kingsman, Tom Ford, Common Projects, IWC Schaffhausen and Bremont. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by **MRPORTER.COM**. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. 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 who are available 24/7, 365 days a year.

www.mrporter.com

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GUCCI

Founded in Florence in 1921, Gucci is one of the world's leading luxury fashion brands, with a renowned reputation for creativity, innovation and Italian craftsmanship.

Gucci is part of the Kering Group, a world leader in apparel and accessories that owns a portfolio of powerful luxury and sport and lifestyle brands.

For further information about Gucci, visit www.gucci.com.