

MR PORTER



MR PORTER PRESENTS MR P. – A DEFINITIVE NEW BRAND FROM THE WORLD’S LEADING DESTINATION FOR MEN’S STYLE

7 November 2017 (GLOBAL) - MR PORTER, the award-winning online destination for men’s style, is pleased to launch **Mr P.** – our very own label, debuting exclusively on MR PORTER from 7th November onward.

Created by a team of in-house designers, **Mr P.** is a year-round collection of future classics, centering on an Essentials range of core staples. In addition, there will be five limited-edition capsules per year – each trend-driven, seasonal and inspired by style icons, past and present. Our muses for the November launch capsule are the postwar ‘School of London’ artists, during their prime in 1960s Soho, London.

The **Mr P.** launch collection spans **53** items across ready-to-wear, including **24 essential styles** available year-round and **29 seasonal styles** within the debut capsule. Standout pieces include: 15-gauge cashmere knitwear; modernised Oxford shirts; Japanese selvage denim; and single- and double-breasted overcoats in virgin wool and cashmere blends. The majority of the collection is made in Italy, with select items made in Portugal, and the denim in Japan. Pricing will range from €65 for the core T-shirts, through to €1000 for the capsule’s leather aviator jacket.

The creation of **Mr P.** has been informed by seven years of customer insight (with more than 600,000 shoppers to date!) and the invaluable feedback and shopping patterns we’ve observed from our customer base since launch in February 2011. The design process for each garment is led by our guiding maxim: *Easy pieces. Smart details. Enduring style.*

“At MR PORTER, we are – first and foremost – product people. This passion for quality, uniqueness, style and versatility has been the backbone to developing our business for the past seven years. The launch of MR P. has therefore been quite organic for us; we felt there was a space in our mix of 400-plus brands for something that could present a unique take on wardrobe classics and also present regular capsules of more trend- and seasonal-driven pieces throughout the year. We like to think we have an unparalleled view of the male wardrobe, garnering the combined knowledge of our buyers and editors, and MR P. is ultimately the result of that: smart details, easy pieces and enduring style.”

Mr Toby Bateman, Managing Director, MR PORTER

The second limited-edition **Mr P.** capsule will launch in February, followed by a third in April. **Mr P.** will introduce shoes and accessories for AW18.

Learn more about the debut collection of **Mr P.** at www.mrporter.com/mrp., and follow its dedicated Instagram handle (@mrp).

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT MRPORTER.COM

MR PORTER launched in February 2011 and has since 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, A.P.C., 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 multilingual customer care and personal-shopping team who are available 24/7, 365 days a year.

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