

# MR PORTER *Cartier*

## MR PORTER TO PARTNER WITH CARTIER TO LAUNCH NEW SANTOS DE CARTIER WATCH

**15 MARCH 2018 (GLOBAL)** – **MR PORTER**, the award-winning online destination for men's style, is pleased to partner with luxury Maison **Cartier**, to launch a curated selection of **seven** timepieces across the brand's *Santos de Cartier* timepiece collection, including **one** exclusive strap only available at **MR PORTER**, beginning **Thursday 5 April**.

The *Santos de Cartier* watch – a modern re-interpretation of **Cartier's** iconic wristwatch originally designed in 1904 by visionaries and friends, Messrs Louis Cartier and Alberto Santos Dumont, will be available on **MR PORTER** in pink gold, yellow gold and stainless steel, and stainless-steel variations.

The partnership between **MR PORTER** and **Cartier** brings together two global brands that share a vision of contemporary luxury, elegance and style, excellent service, and digital innovation. Launching initially with the new *Santos de Cartier* collection, both teams will work closely together to present additional **Cartier** watch families later in the year.

This partnership follows on from **Cartier's *Panthère de Cartier*** fine jewellery collection, which was pre-launched on NET-A-PORTER alongside select Cartier boutiques in 2017.

*"We are thrilled to be launching with Cartier, a true reference within the world of luxury. The new Santos de Cartier watch is an authentic and contemporary re-working of a classic. This is an excellent opportunity to provide our global MR PORTER customer with an iconic brand that we know they have been waiting for, and we look forward to launching further Cartier collections later in 2018."*

**Mr Toby Bateman, Managing Director, MR PORTER**

### **MR PORTER will launch with the following wristwatches:**

*Santos de Cartier Large and Medium Models, Steel on Black Grained Leather Strap (**Exclusive**)*

*Santos de Cartier Large and Medium Models, Pink Gold Automatic on Alligator Strap*

*Santos de Cartier Large Model, Pink Gold Automatic on Pink Gold Bracelet*

*Santos de Cartier Large Model, Yellow Gold and Steel Automatic on Steel Bracelet*

*Santos de Cartier Large Model, Steel Automatic on Steel Bracelet*

Customers can sign up and register interest for Cartier **here**, ahead of the global launch at 7am GMT on Thursday 5 April, 2018

### **For more information, please contact:**

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#### About MR PORTER

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, 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, Bremont and its own brand Mr P. 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.

<http://www.mrporter.com>

Instagra : @mrporterlive / Facebook#mrporterlive/ Wechat: MRPORTERLIVE)

#### About Cartier

Founded in 1847, Cartier is one of the world's esteemed houses of luxury, designing and manufacturing exclusive collections of jewelry, wristwatches and prestige accessories, distributed through close to 300 boutiques worldwide.

[www.cartier.com](http://www.cartier.com)

Instagram : @cartier