

# MR PORTER



## MR PORTER TO LAUNCH TAG HEUER IN NOVEMBER

**NOVEMBER, 2017 (GLOBAL) – MR PORTER**, the award-winning online destination for men's style, is pleased to expand its collaboration with the avant-garde of Swiss watchmaking TAG Heuer on **Tuesday 21 November**. After the success of the TAG Heuer Connected Modular 45 Kingsman Edition, MR PORTER will launch a curated selection of **more than 30** timepieces across the brands iconic TAG Heuer *Carrera*, *Aquaracer*, *TAG Heuer Formula 1*, *Monaco*, *Autavia*, and *Connected Modular 45* models.

TAG Heuer has a rich heritage as one of the world's leading Swiss fine watch manufacturers since 1860. Continuously pushing boundaries with its technical expertise, the brand's ethos echo's ambition, avant-garde and a taste for challenge which also drives TAG Heuer to go beyond the traditions of the watchmaking industry with environments such as art, lifestyle, sport and heritage. These four worlds are united under the brand motto "Don't crack under pressure".

*"Following the exclusive Kingsman x TAG Heuer launch on MR PORTER earlier this year, we are thrilled to expand our fine watch category with a curated edit of TAG Heuer's most iconic collections. This is an opportunity for two digitally focused global brands to join forces and provide new watch customers and collectors alike the ability to browse and purchase TAG Heuer alongside the world's most renowned fashion brands – wherever they may be in the world."*

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

*"TAG Heuer pays close attention to digital platforms especially to e-commerce. The brand wants to showcase its exceptional products and scope to customers through platforms that are insightful and experts in the field. This naturally led to a partnership with MR PORTER, a major actor in the men's fashion world today. MR PORTER combines luxury, content creation and services to an exceptional standard."*

### **Mr Jean-Claude Biver, CEO, TAG Heuer**

MR PORTER will launch with TAG Heuer's iconic motorsport inspired collections, including the TAG Heuer *Carrera* collection, which takes its name from the mythical car race "Carrera Panamerica" and now is one of TAG Heuer's most iconic ranges, the TAG Heuer *Formula 1* collection, alongside the *Monaco* collection – the timeless classic worn by actor Mr Steve McQueen.

A further timepieces will launch from the *Aquaracer* – the ultimate sports watch inspired by the aquatic world, as well as the heritage inspired *Autavia* collection.

Additionally, timepieces will launch from the ground-breaking digital *Connected Modular 45* collection.

Prices range from £900 to £5,000 / \$1,150 to \$6,300 / €995 to €5,650

Customers can sign up and register interest at [here](#)

**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. 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.

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**About TAG HEUER**

TAG Heuer, the avant-garde of Swiss watchmaking since 1860. TAG Heuer has been striving since then to push the boundaries further, inventing timepieces for those who love to defy convention. This technical expertise was harnessed at a very early stage for achieving extreme accuracy, particularly in the creation of exceptional chronographs. Under the leadership of Jean-Claude Biver, CEO of TAG Heuer and President of the LVMH Group Watch Division, the new models, including the connected watch, reveal a new dynamism: faster lead times and developments, and a completely transformed environment. TAG Heuer is currently the only watch brand to be able to communicate in the four different worlds: Art, Lifestyle, Sport and Heritage. Our partnerships in sport, with the Formula 1 Red Bull Racing team, the Monaco F1 Grand Prix, the FIA Formula E Championship, the Indy 500 in Indianapolis, and legendary races including the Pikes Peak and Carrera Panamericana; in football with Manchester United, the English Premier League, the German Bundesliga, the Spanish La Liga, the French Ligue 1, Major League Soccer in the USA, the Chinese Football League, the Japanese Premier League, the Asian Cup, and the Australian Men's National Football team as well as the US men's and women's teams; in cycling with the professional BMC Racing team, the Tours of Abu Dhabi and Dubai, the Cadel Evans Great Ocean Road Race in Australia, the Giro d'Italia and the Tour of California; and our ambassadors, living football legend Cristiano Ronaldo, trendsetting it-girl Bella Hadid and icons of electronic music David Guetta and Martin Garrix, surfing champion Kai Lenny, American star quarterback Tom Brady, Australian actor Chris Hemsworth, Patrick Dempsey... all share the brand's core values: teamwork, ambition and a taste for challenge which also drive TAG Heuer to go beyond the traditions of the watchmaking industry. Our slogan #DontCrackUnderPressure is much more than an affirmation: it is a state of mind. TAG Heuer is an LVMH Group company. For more information, visit [tagheuer.com](http://tagheuer.com)

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