

MR PORTER

MR PORTER LAUNCHES “THE LUXURY WATCH GUIDE”

A GLOBAL DESTINATION FOR LUXURY WATCHES

6 JUNE, 2018 – Today, MR PORTER launches The Luxury Watch Guide, a new online destination for its ever-expanding selection of the world’s leading watch brands, including IWC Schaffhausen, Jaeger-LeCoultre, Breitling, TAG Heuer, Officine Panerai, Ressence and more. The Luxury Watch Guide will showcase curated content, educational features, and style advice, alongside details on how best to select and maintain your luxury timepiece through MR PORTER.

The Luxury Watch Guide establishes MR PORTER as the leading global online retailer for customers to shop luxury timepieces alongside MR PORTER’s vast offering of menswear and lifestyle items, further bolstering its commitment to providing the best in product, content and service across all of its categories.

The Luxury Watch Guide features:

- Dedicated pages for customers and readers to gain insight into each brand’s story, alongside each of their current product offerings onsite.
- Shoppable content aimed to inspire, educate and advise customers during their purchase experience, including: “The Knowledge”, covering topics such as “*how to choose the right watch*” and “*how to take care of your watch*”; MR PORTER’s Tick Talk video series, which dives deep into a brand’s heritage; specific product focused stories on discovering a particular novelty; and lifestyle features of inspiring men highlighting the relationship they have with their own timepieces.
- Direct access to MR PORTER’s team of dedicated Personal Shoppers and first-class service propositions, including: same-day delivery in London and New York; “*Try Before You Buy*”, a service allowing customers to try product before purchasing; 24/7 customer service; and, secure hand delivery available for all luxury watches.

“We are thrilled to launch our new Luxury Watch Guide – a dedicated online home for all things watches at MR PORTER. This was a natural next step in our continued growth of the category and not only delivers an engaging platform for both novice and enthusiast watch customers, but also allows us to better serve and inspire them.”

Mr Toby Bateman, Managing Director, MR PORTER

For each luxury watch purchase online, MR PORTER has also established a unique aftercare programme, which includes a five-year warranty for all working parts and manufacturing faults. (More than twice as long as the industry’s standard two-year warranty.)

To experience MR PORTER’s Luxury Watch Guide visit

mrporter.com/luxury-watch-guide

For more information, please contact:

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About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear, lifestyle and luxury watch brands, including own labels *Mr P.* and *Kingsman*. 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*. MR PORTER offers express worldwide shipping to more than 170 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year. For more, visit: www.mrporter.com

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