

MR PORTER

The logo for Mr P. is a stylized, handwritten-style script of the letters 'Mr P.' in a dark color. It is positioned centrally below the 'MR PORTER' header and above a horizontal line.

MR P. LAUNCHES FOOTWEAR AND ACCESSORIES ALONGSIDE ITS SEPTEMBER COLLECTION

5 September 2018 (GLOBAL) *Mr P.*, the own-label brand from **MR PORTER** – the award-winning online destination for men's style – will launch its latest collection this September alongside the brand's first foray into footwear and accessories. Exclusive to MR PORTER, *Mr P.* is a line of everyday essentials and trend-inspired seasonal pieces, with fresh collections arriving on site five times a year.

Mr P.'s new footwear line provides a range of designs that form the building blocks of every man's shoe collection – spanning both casual and formal styles. In parallel with the ready-to-wear range, *Mr P.*'s footwear is designed and led by our guiding maxim: *easy pieces, smart details and enduring style*. In September, *Mr P.* will introduce **eight essential footwear staples**, including classic loafers, Derby shoes and white leather sneakers, which will form the basis of the essentials range, available year-round. Alongside this, **seven seasonal shoe styles** will launch for the winter season, including **lace-up boots**, a **pair of suede desert boots** and pair of **shearling-lined walking boots**.

Complementing the new footwear range, *Mr P.* will also introduce a range of socks: **three** pairs of cotton essentials in grey, black and navy for everyday use, alongside **nine** pairs of heavy-gauge seasonal styles in various patterns and colourways, designed to wear under heavier footwear in the winter season.

As the September collection introduces and expands further into accessories, *Mr P.* will launch **five** autumnally-specific scarves: twill check options in blue and rust, double faced check styles in green and mustard taking inspiration from shirting in the mainline collection and an oversized navy wool and cashmere scarf with crimped detailing.

The September ready-to-wear collection spans **46 pieces** and takes inspiration from globe-trotting artists and photographers who explored the world and used their travels as inspiration for their work. One such man is Mr Peter Beard, whose formative years in Kenya are reflected in the collection through pieces such as the field jacket, military shirt and chunky fleeces.

The remaining collection features considered outerwear, relaxed tailoring, new styles of our signature knitwear and laid-back sportswear with an autumnal colour palette of grey, navy and tones of yellow, mustard and burgundy. Standout pieces include a **grey corduroy double-breasted suit**, a **striped green mohair jumper**, a **navy leather bomber jacket**, an **ochre military shirt** and an **oversized yellow checked shirt**.

As with every new seasonal collection, these seasonal pieces will complement *Mr P.*'s essentials range, which comprises of **29 core staples** that are available year-round [here](#) on MR PORTER.

"This September drop is Mr P.'s fifth collection and I am proud of how the brand has grown during this time. Introducing footwear is a significant moment for us and I am delighted to share the results:

beautifully crafted shoes with the signature Mr P. aesthetic – meaning each pair fits perfectly with the mainline apparel. This ready-to-wear collection introduces easy pieces that will fit effortlessly into men’s wardrobes. My favourite styles include the navy corduroy blouson, ideal for the transitional autumn months and the tan suede split toe boot, which will work perfectly with jeans this winter.”

Mr Olie Arnold, Style Director, MR PORTER

“I am very excited to showcase Mr P.’s first ever footwear range. We have worked endlessly to source the best manufacturer to work with to master the shoes’ design and quality, and we are thrilled with the outcome. In the ready-to-wear collection, we have developed our tailoring and outerwear, introduced new cold-weather fabrics such flannel and fleece and presented both classic and new knitwear – a category that has been extremely popular with our customers in past seasons.”

Ms Fiona Firth, Buying Director, MR PORTER

Each of **Mr P.**’s seasonal collections are inspired by style icons and culturally significant moments, past and present. **Mr P.**’s next winter offering will drop in November alongside additional accessories.

View the existing **Mr P.** collection at mrporter.com/mrp. and follow its dedicated Instagram handle (@mrp).

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 and lifestyle 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.

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