

MR PORTER

MR PORTER LAUNCHES SPECIAL PROJECT AND STORY WITH BRUNELLO CUCINELLI

10 SEPTEMBER, 2018 (GLOBAL) – Beginning today, **MR PORTER**, the award-winning online destination for men’s style, and **Brunello Cucinelli**, launch a special project and story with the debut of a **60** piece day-into-evening transitional wardrobe, available on MR PORTER, and a special *Journal* story publishing on **Thursday, 13 September**.

The collection spans **35** pieces of ready-to-wear, **8** footwear and **17** accessories - all designed with Brunello Cucinelli’s understated, relaxed and luxe approach to everyday dress and multigenerational style.

The *Journal* story, which will debut on Thursday, celebrates the day in the life of two Italian fencers, both of different generations, whose sport and style inform their day into evening and overall approach to life.

“We’re thrilled to work with Brunello Cucinelli on such a special project - The collection is all-encompassing, and features pieces that transcend well beyond seasons, trends and generations. We feel confident that our customers will respond well to the offering.”

Ms Fiona Firth, Buying Director, MR PORTER

Standout pieces from the collection include:

Shearling outerwear in Aviator and double-breasted styles; signature and sporty knitwear, from a *Colour-Block Cashmere Zip-Up Cardigan* to a *Contrast-Tipped Mélange Cable-Knit Rollneck Sweater*; luxe-soft tailoring interpreted in a *Beige Sea Island Cotton-Corduroy Suit Jacket and Trousers*; coats in a *Double-Breasted Houndstooth Wool and Cashmere-Blend* and a *Shearling-Trimmed Virgin Wool and Cashmere-Blend*; and a variety of everyday shoes and leather bags to round out the wardrobe.

Prices range from £240/€240 - £9,120/€9,300.

Shop the Brunello Cucinelli collection on MR PORTER [here](#).

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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