



**MR PORTER AND VISVIM
TO LAUNCH EXCLUSIVE CAPSULE COLLECTION**

November 2018 (GLOBAL) – MR PORTER, the award-winning online destination for men’s style, is pleased to partner with revered Japanese brand, **VISVIM**, to launch a capsule collection exclusive to MR PORTER.

Beginning **November 7**, MR PORTER will debut a **28-piece collection** inspired by the outdoors, California National Parks and the legendary history and counter-culture style of the Yosemite Valley Camp 4 rock climbers of the late 1950s and 60s. Designer Hiroki Nakamura, whose designs are influenced by global travel, in particular classic Americana and Native American references, has recently made California his home. The collection both pays tribute to his perspective of the great outdoors in his new home state and the majestic spirit of the outdoorsmen from the 1950s and 60s.

Translated into 25 signature VISVIM ready to wear pieces, 1 bag and 3 pairs of footwear, the collection features standout pieces such as *the Social Sculpture 01 Slim Damaged-18 distressed denim jean with custom hand finished details; the SS 101 JKT Damaged (N.D. Border) distressed denim jacket, yoke paneled with a softly spun uneven gara-bou yarn woven and natural dyed into a blanket fabric; a navy Dugout Shirt made from a custom moleskin with a letter V appliqué on the chest; a light blue Uneven-Dye Selmer Long Cardigan with a California bear on the back; a SS Border Tunic P.O. shirt with pre 1980s vintage American bandana details; a blue Kodiak Down Jacket, and olive Yukata Down Coat both filled with a lightweight Polish Goose Down fill and a patchwork Insulator Down Vest made from a series of custom developed fabrics, reminiscent of old sleeping bags.*

Key accessories include a *brown Suede-Trimmed Cordura 20L Backpack, navy Christo sandals and brown leather Serra boots.*

To celebrate the partnership, MR PORTER will launch an integrated global marketing and content campaign, across its social media, email, website and app platforms, culminating in a MR PORTER x VISVIM hero story in *The Journal* on November 8 and an event in Los Angeles on November 7. The collection is available exclusively online at MR PORTER and will be on display at VISVIM EXPOSITION in downtown Los Angeles from 7 – 21 November.

“We are thrilled to bring Hiroki Nakamura’s eclectic vision and design to MR PORTER. The campers of Yosemite in the 1960s provided unique inspiration for the campaign and content, allowing us to bring the VISVIM capsule to life.”

Daniel Todd, Senior Buyer, MR PORTER



“We have always appreciated the support MR PORTER has given to VISVIM and this capsule collection was a great opportunity for all of us to further explore the possibilities of our partnership. I hope everybody enjoys the product from this collaboration.”

Hiroki Nakamura, Designer and Founder, VISVIM

To view the latest offering of VISVIM on MR PORTER click [here](#).

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.

www.mrporter.com

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About VISVIM

Visvim was founded in Tokyo, Japan in 2000 launching its inaugural collection in early 2001.

Visvim collections are distinguished by a passionate dedication to archetypal design, a deep respect for indigenous product concepts, and a relentless commitment to contemporary standards of modern engineering and product performance and development.

Collections include casual and semi-formal wear, outerwear, denim, footwear, accessories and related lifestyle products. Visvim currently develops two full collections per year.

The Visvim brand is a project of CUBISM inc., a Japanese design and development company. CUBISM frames the Visvim brand as being the result of efforts made by what is described as their “Free International Laboratory.” CUBISM uses the concept of the Free International Laboratory (F.I.L.) to provide a means for Visvim to expand its brand-relevance beyond products alone and engage in creative collaborations that compliment the label’s basic conceptual platform as well as their seasonal collections.

www.visvim.tv

Instagram: @visvimwmv