

Embargoed until 14th January 2019 at 8am GMT

MR PORTER — X — Off-White™

MR PORTER AND OFF-WHITE TO LAUNCH EXCLUSIVE CAPSULE COLLECTION: “MODERN OFFICE”

14 JANUARY 2018 (GLOBAL) – MR PORTER, the award-winning online destination for men’s style, is pleased to partner with game-changing streetwear brand **Off-White** to launch an exclusive capsule collection available only at MR PORTER.

Beginning **21 January**, MR PORTER will debut a **44-piece collection** titled “Modern Office”, a revisionist dress code of traditional and modern sportswear, inspired by a new generation of workers and their work places. Under the direction of founder Mr Virgil Abloh, the exclusive capsule collection has been created with Off-White’s leading maxim – to define the grey areas between black and white as the colour off-white – and interprets the collection’s overarching themes of flux, evolution and modernity into a synergy of fabrics (wool, felt, cotton and heavy canvas), colours (muted and tonal), treatment (clean and distressed) and visuals (graphic and non-graphic).

The collection is comprised of **20** ready-to-wear pieces, **18** accessories and **6** pairs of footwear. Standout pieces include: the Work trench linen coat with tonal embroidered arrow logo; all-over logo-print washed cotton heavy canvas jacket; wide-leg linen trousers with tonal arrow logo; all-over logo silk camp-collar shirt; “Modern Office” logo print jersey T-shirt; all-over logo jersey T-shirt; “Class of 2013” logo print cotton T-shirt; low-top 3.0 leather sneakers; distressed CO sneakers; all-over logo suede leather sneakers; all-over leather pool slide; Cordura canvas hip-belt; “Class of 2013” iPhone X cover; industrial logo rubber and leather belts.

To celebrate the partnership, MR PORTER will launch a social-first integrated global marketing and content campaign, culminating in a MR PORTER X Off-White feature story in the 24 January edition of *The Journal*. MR PORTER will also activate the launch off-line in a collaborative workspace in Seoul, South Korea, inspired by the capsule collection’s “Modern Office” aesthetics, from 14 to 20 January.

“We are excited to bring Mr Virgil Abloh’s modern approach and vision to menswear through this exclusive Off-White capsule. The eclectic product mix and design bring to life the ‘Modern Office’ inspiration, and truly speaks to the way in which many of our customers dress and navigate in their daily lives.”

Ms Fiona Firth, Buying Director, MR PORTER

“Securing the MR PORTER account has always been a goal for me. Not only have I admired it being a consumer in the marketplace and shopping it, but because I could always see my brand aligned with it. I’m

so honored to team up with the team and produce this capsule exclusively for MR PORTER; I'm happy to have our worlds collide introducing the MR PORTER consumer who may not be aware of Off-White and bringing the Off-White customer who may not be aware of MR PORTER to an elevated place of luxury shopping."

Mr Virgil Abloh, Designer and Founder, Off-White

Prices from £50/€50/\$60 to £1,055/€1,195/\$1,440

To view the latest offering of Off-White 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

Instagram: @mrporterlive / Facebook: mrporterlive / Wechat: MRPORTERLIVE

About Off-White

Established in 2013, Off-White™ is defining the grey area between black and white as a colour. Under the brand name, seasonal collections of men's and women's clothing, objects, furniture, and publications are articulating a current culture vision. Collections embedded in a recurrent backstory with an emphasis on creating garments that have an identity by design. With a design studio based in Milan, Italy, the label harnesses the history and craftsmanship within the country yet offers a global perspective in terms of design and trends. With a clear vision of splicing the reality of how clothes are worn and the artistic expression of high-fashion, creative director and designer Mr Virgil Abloh explores concepts in the realm of youth culture in the contemporary context.