



MR PORTER AND BEAMS DEBUT BEAMS F GLOBALLY ON MR PORTER WITH EXCLUSIVE COLLECTION

28 JANUARY 2018 (GLOBAL) – MR PORTER, the award-winning online destination for men's style, and Beams, world-renowned Japanese fashion enterprise, are pleased to announce the global debut of Beams F, available for the first time outside of Japan and exclusive to MR PORTER.

Beams F, for "Future", is a specialty label from Beams that launched in 1978 as an extension of its main line, with a focus on quality fabrics, precision craftsmanship and pieces that combine American, European and Japanese influences. Launching on **28 January**, MR PORTER will unveil an **exclusive 31-piece collection** encapsulating the brand's traditional tailoring and sophisticated casualwear. Having been available to purchase only in Japan until now, the exclusive launch on MR PORTER gives Beams F its first platform for a global audience.

The collection is comprised of **28** ready-to-wear pieces and **3** ties. In a tonal palette of blue, white, brown and burgundy, standout pieces include: a *cotton open-collar leaf-print shirt*; a *wool-, silk- and linen-blend, double-breasted jacket*; an *olive suede bomber jacket*; a *denim safari jacket* and *paisley printed ties*. With meticulous craftsmanship at the heart of the brand values, the tailoring and formal shirts are manufactured in Japan and the rest of the collection in renowned Italian mills.

"We are excited to bring Beams F to our global audience on MR PORTER as the sophisticated product mix and design resonates well with how many of our customers dress today. This launch is the start of an ongoing project between MR PORTER and Beams with the next Beams F collection dropping on-site in September 2019."

Mr Sam Kershaw, Buying Manager, MR PORTER

"It is an honour to launch the first capsule collection with MR PORTER and we are excited to introduce our BEAMS F craftsmanship globally with this opportunity. This exclusive collection encapsulates both traditional tailoring and casualwear, reflecting Japanese tailoring scenes today."

Mr Shuhei Yoshida, BEAMS Dress Group Director

The Beams F exclusive collection is available globally on MR PORTER today. Earlier this month, MR PORTER and Beams celebrated the partnership with a cocktail event at The Botanical Club during Milan Fashion Week. Furthermore, a dedicated feature story, shot at Bar Basso in Milan and on industry-leading editors, will be published in the MR PORTER Journal on 31 January.

Prices from £120/€135 to £1,295/€1,455

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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About BEAMS

Established 1976 in Harajuku, Tokyo, BEAMS originated as an American lifestyle shop. A pioneer of lifestyle retailing, BEAMS has since developed numerous labels to encompass an ever evolving array of styles and trends. BEAMS shops are finely curated with an international selection of designer pieces and original brand products. Now with more than 150 shops across Japan and Hong Kong, Beijing, Taipei and Bangkok, BEAMS has grown into a major lifestyle retailer with businesses in fashion, home furnishing, arts, café and dining.