

UNDER EMBARGO UNTIL FRIDAY 22 MAY 2020 @ 9.00am BST

MR PORTER

LAUNCHES FIRST EXCLUSIVE CAPSULE COLLECTION WITH LOEWE



22 May 2020 (GLOBAL) – **MR PORTER**, the award-winning online destination for men's style, is pleased to introduce its first exclusive capsule collection with Spanish heritage label **LOEWE** through its ongoing, highly successful *Paula's Ibiza* collection.

The exclusive *MR PORTER x LOEWE x Paula's Ibiza* collection encompasses **nine pieces** featuring ready-to-wear, footwear and accessories. Encapsulating both the romanticism and vibrancy of the Balearic island hot spot, the collection pays homage to the feel-good manner of dress and spirit of Paula's Ibiza. The silhouette is slouchy and oversized, with the characteristic LOEWE artisanal touch, and merges a soft natural palette of greens and pinks with club-flyer graphics, swirling logos and tie-dye prints.

Standout pieces within the collection include the **washed cotton chore jacket with matching cargo shorts**, the **swirling tie-dye hoodie** with iconic extra-long fringed drawstrings, the **asymmetric overfit T-shirt** with flyer graphics and tie-dye print, and the **braided sandals** made from Spanish leather with a contrast stitch and logo strap.

Launching on **Friday 22 May**, this is LOEWE's first exclusive capsule launch on MR PORTER and will sit alongside the mainline seasonal *LOEWE x Paula's Ibiza* collection which returns more widely for a second year. A dedicated feature will be published in MR PORTER's online magazine, *The Journal*, in early June.

Download high-res product imagery [here](#).

Prices range from £325/€350/\$450 - £1,000/€1,100/\$1,550

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 luxury brands, including Balenciaga, Brunello Cucinelli, Cartier, Dunhill, Gucci, IWC SCHAFFHAUSEN, Loro Piana, Nike, Panerai, SAINT LAURENT, TAG Heuer, TOM FORD, and own labels Mr P. and Kingsman. MR PORTER publishes unmatched content through its shoppable digital magazine, *The Journal*, and its bimonthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded MR PORTER Health In Mind, a content and fundraising initiative to raise awareness around men's mental health with charity partner Movember. MR PORTER offers express worldwide shipping to more than 180 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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