

MR PORTER

PRESENTS *GONE SURFIN'*

6 July 2020 (GLOBAL) – MR PORTER, the award-winning global online retail destination for men's style, is pleased to announce the launch of *Gone Surfin'*, a series of exclusive capsule collections that honour and nod to the rich history and tradition of surf culture across the globe.

Launching 6 July, *Gone Surfin'*, features 15 brands with 171 exclusive pieces of clothing, shoes, accessories and lifestyle items from ***ahnah, Birdwell, Faherty, Go Barefoot, James Perse, Miansai, Mollusk, Noon Goons, Outerknown, Peyote Bird, Pilgrim Surf + Supply, Reyn Spooner, Saturdays NYC, Sonic Editions***, and ***The Elder Statesman***. The series of capsules are rounded out with a curated selection of natural skin care product from **Salt & Stone**, as well as **Mr Laird Hamilton's book, *Fuel Up***.

Each collaborator has tapped into their own unique take on the surfer style and spirit, and together, they comprise MR PORTER's nod to the ritualistic sport and defining subculture.

"In our celebration of surf culture, we collaborated with an expansive and defining group of surf-minded partners, each with their own unique voice, history and engagement with the surfing lifestyle. The collection is wide-ranging and the appeal is universal; both for our customers who are surf zealots through to those whole like to embrace the casual style."

Mr Sam Kershaw, Buying Director, MR PORTER

MR PORTER will launch *Gone Surfin'* with a global creative campaign featuring South African surfer Mr Mikey February. MR PORTER will also launch a series of dedicated editorial and social content across our online magazine *The Journal* and social media platforms.

The *Gone Surfin'* capsule collections will range in price from

£5/€5/\$5 - £1,005/€1,145/\$1,045

See the full collection [here](#) on 6 July.

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The collection features standout pieces from each of the brands, including:

ahnah's square-frame biodegradable acetate sunglasses

Birdwell's gold and yellow striped board shorts

Faherty's Baja striped beach poncho

Go Barefoot's island hut print Hawaiian shirt

James Perse's tie-dye half-zip linen poncho

Miansai's thin black chain with gold enamel and palm treed detail

Mollusk's blue Jeffrey pants

Noon Goons' flower power T-shirt

Outerknown's Baja striped pullover sweatshirt

Pilgrim Surf + Supply's colour block O'Dorry board shorts

Reyn Spooner's ocean print camp-collar shirt

Saturdays NYC's logo bucket hat

Sonic Editions' framed 1975 Kauai print

The Elder Statesman's tie-dye sprayed canvas shorts

Peyote Bird's long beaded turquoise and coral necklace

For more information, please contact:

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About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels Mr P. and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

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MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing 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.

MR PORTER is a part of the YOOX NET-A-PORTER Group – the world leader in online luxury and fashion that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations. The Group has more than 4.3 million high-spending active customers globally. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by 20 years of insights into the modern luxury shopper.

For more information about MR PORTER and the YOOX NET-A-PORTER Group, visit www.mrporter.com and www.ynap.com.

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