

MR PORTER

Mr P.

MR P. INTRODUCES NEW AUTUMN/WINTER COLLECTION

October 2020 (GLOBAL) – *Mr P.*, the own-label brand from **MR PORTER**, is pleased to introduce its latest autumn/winter collection, featuring newly evolved pieces developed using truly luxury techniques focusing on unparalleled fabrications and impeccable details.

Debuting on MR PORTER on **12 October**, the 47-piece collection of ready-to-wear, accessories and footwear continues to embody *Mr P.*'s leading maxim, "*Easy pieces. Smart Details. Enduring Style*", with a steadfast commitment to timelessness and uncompromising quality. The latest season of *Mr P.* ushers in a new level of understated, contemporary style with a touch of refined luxury, echoing the brand's dedication to craftsmanship with iconic silhouettes that will stand the test of time in a man's wardrobe. True to *Mr P.*'s original mission, these pieces have been carefully developed using specialist techniques and construction methods from the finest mills and manufacturers in Italy, Switzerland and the UK. Made using luxury fabrics such as camel hair, cashmere, silk, suede, lambskin shearling and calfskin leather, each item is presented in a simple and sophisticated colour palette of jet black, camel, ivory and charcoal shades.

Standout pieces include:

- The **camel-hair coat**, made from hand-harvested camel hair from the outer regions of Mongolia and left undyed to retain its distinctly rich tone. It's tailored and finished in Italy in a considered but contemporary, longer length.
- The **Napa leather blouson**, crafted on the outskirts of Florence by one of Italy's most esteemed workshops from fine black lambskin. This polished piece is complete with hand-painted edging and a solid brass zip, sourced from the world's most widely regarded supplier based in Bergamo.
- The **unstructured cashmere blazer**, made from pure cashmere flannel sourced from an illustrious Italian mill, in the country's northern region of Biella. It is made using an age-old teasing technique, which involves passing prickly flower heads over the surface to enhance its uniquely brushed texture. It is constructed with subtle peak lapels and uses minimal canvassing and traditional fusing with a light, natural fit that's ideal for round-the-year wear.
- The **Goodyear-welted Chelsea boots**, handcrafted in Northamptonshire, the luxury shoe-making capital of the world, using time-honoured techniques. Each pair is produced using specially made lasts unique to *Mr P.*, and whittled by the oldest manufacture in the UK, with Goodyear-welted soles – the benchmark in shoemaking, offering ample reinforcement, rendering it weather-proof and allowing it to be resoled time and again.

"MR PORTER has always been known and distinguished for its luxury product offering, with the category presiding as the biggest department for the business. Therefore, we're ecstatic to now offer this level of product excellence with Mr P., providing our customers with new wardrobe standards that have been produced with exceptional

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craftsmanship and stand alongside our leading luxury brands. Mr P. remains one of MR PORTER's fastest growing labels, ranking in the top 10 best performing brands on site, and we're excited to evolve it further with this new range."

Mr Sam Kershaw, Buying Director, MR PORTER

"Like the modern man's own wardrobe, Mr P. is constantly evolving and this elevated product offering is an exciting next step in the brand's growing identity. As we've learned from our customers, we know that not all men necessarily dress head-to-toe in one particular way, but integrate smart, luxury pieces with casual and technical wear in a matter-of-fact way. The latest collection, developed using time-honoured luxury craftsmanly techniques, enables us to present another level of understated, directional luxury menswear to our existing customer base, and our most avid fans of Mr P."

Mr Olie Arnold, Style Director, MR PORTER

To view the latest from **Mr P.**, alongside its core range of essentials across apparel, footwear and accessories, available year-round, visit [here](#).

Follow Mr P.'s dedicated Instagram handle ([@mrp](#))

For more information, please contact:

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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.

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 part of YOOX NET-A-PORTER GROUP.

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