

MR PORTER

MR PORTER ANNOUNCES THE LAUNCH OF A CELINE HOMME EXCLUSIVE POP-UP TITLED “THE DANCING KID”



Photo Courtesy of © HEDI SLIMANE

20 NOVEMBER 2020 – MR PORTER, the award-winning global online retail destination for men’s style, is pleased to announce the launch of a one season pop-up with CELINE HOMME featuring an exclusive capsule dedicated to the House’s spring/summer 2021 collection titled “The Dancing Kid”.

Beginning 20 November, MR PORTER will debut 48 pieces from Mr Hedi Slimane’s spring/summer 2021 CELINE HOMME collection – 30 of which are exclusive to MR PORTER and five of which have an exclusivity window from 20 November to the end of the year. Standout pieces from the collection include the black mirrored joggers, the acid-washed denim trucker jacket with appliqué patches, the black and white Baja knit poncho, the oversized T-shirt with “The Dancing Kid” logo, and the palm tree print camp-collar silk shirt.

“The Dancing Kid”, inspired by Eboys, current skate culture and new adolescent codes of dress and creativity, is a candid portrait of a generation that has taken advantage of confinement and isolation by asserting and emancipating itself through the spontaneity of dance, music and self-expression. Mr Hedi Slimane invited six artists to participate in the campaign, which has been realised as a group show, along with a new visual language anchored in dance and teen romance.

MR PORTER will celebrate the launch of the exclusive pop-up with a global digital campaign beginning late November, along with dedicated editorial and social content brought to life across its global editorial platforms, including the online magazine *The Journal* and its Instagram channel @mrporterlive.

Prices for the 30 piece exclusive collection range from
£90/€95/\$125 to £1950/€2200/\$2850

Prices for the full CELINE HOMME collection range from
£75/€80/\$105 to £3350/€3600/\$4650

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

CELINE

Celine Vipiana was not even thirty years old when she labelled her eponymous brand with her given name. The year was 1945, and the second world war had just drawn to a close.

The business began as a made-to-measure shoe service for children. Before long, her boutiques had spread across paris. Soon she was persuaded by prestigious clients to create 'haute couture' shoes for their children and, encouraged by this success, extended the service to the women themselves. In the 1960s, she created the first line of leather goods and accessories, before a natural progression to design the 'sportswear' collection in 1968. It is at this time that CELINE came to stand for the idea of parisian chic, with savoir-faire and the finest quality materials as pillars of the house.

Today, that same spirit is reinforced by artistic director hedi slimane through the ateliers at 16 rue vivienne.combined with ready-to-wear and accessories, his 'haute couture' designs showcase the meticulous possibilities of french craft within the CELINE wardrobe to celebrate this heritage, the 'triomphe' monogram returns – a symbol of the house of CELINE since 1971.

Hedi Slimane introduced CELINE HOMME with his inaugural show for CELINE in 2018.