

MR PORTER

MR PORTER AND LORO PIANA PARTNER ON A FIRST EXCLUSIVE CAPSULE COLLECTION



16 November 2020 (GLOBAL) – MR PORTER, the award-winning global online retail destination for men's style, and Italian luxury label, **Loro Piana**, are pleased to launch an **exclusive 10-piece capsule collection** available only at MR PORTER from **16 November**.

The collection, which marks Loro Piana's first collaboration with a retailer, is themed in House's unique interpretation on classic blue denim. Fabricated using the finest wools, jerseys, cottons and cashmeres, the capsule features functional outerwear, knitwear, shirting and shoes all masterfully made with the house's timeless practices and elegant Italian style. Standout pieces include a *camp-collar denim shirt*, *summer city walk suede-trimmed denim loafers*, *cable-knit baby cashmere sweaters*, and a *virgin wool-blend denim bomber jacket* and *reversible quilted virgin wool-blend denim and cashmere gilet*, both made with Loro Piana's Storm System® technology.

To celebrate the launch, MR PORTER will publish a dedicated [Journal](#) story on **16 November** about landscape painter **Mr Andrew Gifford** whose commitment to his art is reflective of Loro Piana's ongoing dedication to high-quality craft and textile innovation.

To view the exclusive Loro Piana capsule collection, click [here](#).

Prices range from:

£400 - £3,255 / €430 - €3,500 / \$535 - \$4,050

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.

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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