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MR PORTER

NET-A-PORTER AND MR PORTER LAUNCH EXCLUSIVE CAPSULE COLLECTIONS WITH DRIES VAN NOTEN

April 2021 – NET-A-PORTER, the world's premier online luxury fashion destination for women, and MR PORTER, the award-winning global retail destination for men's style, are pleased to announce a new season collaboration with Belgian designer Mr Dries Van Noten, with the launch of two exclusive capsule collections available at NET-A-PORTER, MR PORTER and six Dries Van Noten shops, from **3 May** onward.

The dual men's and women's collections draw inspiration from dream-like summer days, travel and escapism, while encapsulating Dries Van Noten's vision for colour, vibrancy and optimism. The collections include joyful, androgynous styles in relaxed silhouettes and fabrics in sunburst colours and psychedelic prints. T-shirts, shirts and shorts are emblazoned with "Wish You Were Here" motifs and swimwear, shoes, sunglasses and beach accessories complete the collections.

NET-A-PORTER's offering comprises **62 pieces** in an assortment of bright and bold patterns in lightweight poplins, jerseys, terry and mesh knits alongside accessories and shoes in playful geometric shapes and equally bright colours to complement the ready to wear offering.

To celebrate the launch of the exclusive capsule collection on NET-A-PORTER, Mr Dries Van Noten will appear in the May issue of NET-A-PORTER's digital title, *PORTER*, providing exclusive access to the inspiration behind the capsule, what the designer is interested in exploring in this new decade and what lessons he thinks the industry can take away from the past year.

On MR PORTER, the exclusive collection consists of **40 pieces**, and marks the first time Dries Van Noten has collaborated on an exclusive menswear collection with a retail partner. Focusing on casualwear fit for the beach, the collection features an array of bold, floaty camp-collar and classic patterned shirts; loose-fitting T-shirts and hoodies; drawstring shorts and swim shorts alongside high-summer accessories.

To mark the occasion, MR PORTER will also feature Mr Dries Van Noten in its digital magazine *The Journal* with the debut of a new designer content series called *Hosted By...* which celebrates some of the brightest and most resonating voices in menswear. This first instalment for *Hosted By...* will feature varietal storytelling and a special video, narrated by Mr Van Noten himself, offering unique and intimate insight into the designer's approach to work and life.

"I am honoured to launch this selection of garments for summer with MR PORTER and NET-A-PORTER. This collection has an optimistic attitude that reflects a carefree, relaxed day at the beach with friends. A state of mind we all need these days and may soon even be a reality." **Mr Dries Van Noten**

"We are thrilled to be partnering with Dries Van Noten on his first venture into high summer. It is a truly optimistic, fun and bright collection, and a perfect representation of Dries' carefree vision for the season. It is sure to evoke a sense of escapism, something everyone is looking for right now, and will certainly resonate with NET-A-PORTER customers globally." **Ms Lea Cranfield, Chief Buying and Merchandising Officer, NET-A-PORTER**

"Mr Dries Van Noten is one of the most celebrated designers in our industry, and we are honoured to partner with him and the Dries Van Noten team on an exclusive capsule collection. The new capsule and corresponding editorial will no doubt inspire our global customers for sunnier, summer days ahead, and

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will also provide them with an intimate look at the man behind so many of our favourite collections.”
Mr Sam Kershaw, Buying Director, MR PORTER

The Dries Van Noten X NET-A-PORTER exclusive capsule collection will be available at:
net-a-porter.com/shop/designers/dries-van-noten

The Dries Van Noten X MR PORTER exclusive capsule collection will be available at:
mrporter.com/mens/designers/dries-van-noten

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About NET-A-PORTER

NET-A-PORTER delivers incredible fashion for incredible women. As the world's leading luxury retailer with the most authoritative product edit globally, the site offers the ultimate curation of fashion from the most coveted designer brands, the most exceptional assortment of fine watches and precious jewelry, and more than 200 specialist beauty brands. Its discerning edit places special emphasis on highlighting the creativity and promise of the next generation of fashion talent via the Vanguard, a program for emerging brands. Consideration for environmental and social impact increasingly shapes the product offering, and the launch of the NET SUSTAIN platform, was created to showcase brands that place sustainability at the core of their product. Uniting content and commerce to deliver an immersive and inspiring customer experience, NET-A-PORTER speaks to a global community and features a dedicated editorial vertical with PORTER, which is renowned for its award-winning content featuring a diverse range of incredible women.

NET-A-PORTER champions unparalleled customer service offering express worldwide shipping to more than 170 countries including same or next-day delivery to the UK, US, Hong Kong, Germany, France, Australia and Singapore, a seamless shopping experience across all devices, luxurious packaging, easy returns and a multi-lingual customer care and personal shopping team that is available 24/7, 365 days a year. A pioneer of personal shopping and client relations services for the digital era in 2000, NET-A-PORTER continues to innovate and strengthen its offering, with virtual styling, invitation only digital exclusives, and a world class suite of specialized offers for EIPs, (Extremely Important People), the brand's most loyal and valuable customers. NET-A-PORTER is part of YOOX NET-A-PORTER GROUP.

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For more information about NET-A-PORTER and YOOX NET-A-PORTER GROUP visit www.net-a-porter.com and www.ynap.com.

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 bimonthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded MR

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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 ynap.com.

About Dries Van Noten

Born in Antwerp in 1958, Mr Dries Van Noten is the third generation in a family of tailors. At the age of 18, Dries entered the fashion design course of Antwerp's Royal Academy. On graduating, he began to freelance as a consultant designer before starting his own collection of menswear in 1986. Since its beginnings, Dries Van Noten has presented collections for women and men for spring/summer and autumn/winter each year. He celebrated his 50th fashion show in 2004 and 100th fashion show in 2017.

In June 2008, the Council of Fashion Designers of America honoured Dries Van Noten with its International Designer of the Year Award. 2014 began with the grand opening of Dries Van Noten, "Inspirations", a first ever exhibition featuring his designs and influences at the Musée des Arts Décoratifs in Paris. Another configuration of the exhibit moved to Antwerp in 2015. In July 2014, France decorated Dries Van Noten with the honour of Officier de l'Ordre des Arts et des Lettres. In October 2016, Dries Van Noten won the Culture Award from the province of Antwerp for his contribution to culture.

In June 2018, Puig entered the capital structure of Dries Van Noten as majority owner. The designer remains, over the long term, a significant minority shareholder and continues his role as chief creative officer and chairman of the board.

In June 2020, the Council of Fashion Designers of America (CFDA) again nominated Dries Van Noten for its International Designer of the Year Award.

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For more information about DRIES VAN NOTEN visit driesvannoten.com