

NET-A-PORTER MR PORTER

NET-A-PORTER AND MR PORTER ARE THE EXCLUSIVE GLOBAL RETAIL PARTNERS FOR VINTAGE LEVI'S® 1969 - 517 FOR VALENTINO COLLABORATION

April 28, 2021 – NET-A-PORTER and MR PORTER are the exclusive global retail partners for the launch of Valentino's interpretation of the original 1969 Levi's® 517 boot cut jeans, launching across both sites on April 28.

The style made its debut in the Valentino Collezione Milano - Spring Summer 2021 show. Each piece of denim is a vintage unaltered original that has been upcycled from previously-worn 517 jeans. Characterized by one-of-a-kind peculiarities, each piece bears a special label that shows its individual number in the very limited quantities available – just 517 units worldwide.

NET-A-PORTER and MR PORTER will also be launching the Levi's® Re-Edition for Valentino styles - the re-elaboration of the original style, exclusively produced by Levi's® in occasion of the collaboration with Valentino Maison.

“The Levi's® for Valentino collaboration is arguably the most covetable denim to own this season. We love how Pierpaolo Piccioli has reimagined the timeless 517 style to make it fresh and relevant for today. It's an immediate and clever response to what our customer wants right now and we are thrilled to be the exclusive global partner for the launch.” – **Libby Page, Senior Market Editor, NET-A-PORTER**

“We are excited to be launching the highly anticipated Levi's® for Valentino collaboration on MR PORTER –as if the original styles weren't iconic enough, these new interpretations breathe life into a classic model, championing the craftsmanship and design we know our costumers will respond to” - **Daniel Todd, Buying Manager, MR PORTER**

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 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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About Valentino

The house of Valentino is based in the heart of Rome, the Eternal City, and expresses a point of view on the contemporary world using history as a playground and the Atelier as a place that produces both beauty and thought. The story began in 1960. 2016 marks a new beginning, under the Creative Direction of Pierpaolo Piccioli. A new set of values, that are both of the moment and faithful to its heritage, are created: grace and delicacy, both as an attitude and as a silhouette; a celebration of individuality; emotional beauty; the blending and merging of different languages. Style is essential and impalpable. The idea of contemporary humanism leads a creative quest that revolves around the personality of the wearer. Vision, products, retail spaces share the same traits: from the one-of-a-kind Haute Couture creations to women's and men's ready-to-wear and accessories, from eyewear to fragrances to the boutiques, Valentino is synonymous of elegance, pureness, craftsmanship, uniqueness. www.valentino.com

About Levi's

The Levi's® brand epitomizes classic American style and effortless cool. Since their invention by Levi Strauss & Co. in 1873, Levi's® jeans have become one of the most recognizable garments of clothing in the world—capturing the imagination and loyalty of people for generations. Today, the Levi's® brand portfolio continues to evolve through a relentless pioneering and innovative spirit that is unparalleled in

the apparel industry. Our range of leading jeanswear and accessories are available in more than 110 countries, allowing individuals around the world to express their personal style. www.levi.com