

MR PORTER

MR PORTER LAUNCHES SMALL WORLD, A CURATED SELECTION OF GLOBAL BRANDS THAT CELEBRATE CRAFTSMANSHIP, RESPONSIBLY MADE PRODUCTS AND LOCAL COMMUNITIES ON A GLOBAL SCALE

28 June 2021 – MR PORTER, the world's leading online destination for men's style, announces the launch of *Small World*, a curated selection of global, independent and diverse brands that celebrate craftsmanship, responsibly made products and local communities in a thoughtful and intentional way.

Debuting on **28 June**, *Small World* showcases **33** considered brands that are truly special by virtue of qualities such as their provenance, skilled heritage craftsmanship, their support of regional artisans or the use of recycled and low-impact materials.

An enduring thread to *Small World* is that the collection champions craftsmanship across a wide breadth of brands from across the world, each with its own point of view. Of the **33** brands, **16** are new to MR PORTER. Of the **338** considered products that will launch within *Small World* across ready-to-wear, footwear, accessories, luxury watches, grooming and homeware, **184** are fully exclusive to the site. Collectively, *Small World* brings together communities from as far afield as Bali, Mexico, Tibet, Nigeria and Mali and those supporting local artisanal crafts in the US, UK, France, India, Portugal and Japan.

New to MR PORTER *Small World* brands:

- *Portuguese Flannel, Blackhorse Lane Ateliers, Bornn, Chamula, Cooperative Djiguiyaso, Double Eleven, Noma t.d., Échapper, Jungmaven, Norlha, Post-Imperial, rress, Slowdown Studio, Space Available, Støffa* and *True Tribe*.

Additional *Small World* brands, previously available on MR PORTER:

- *11.11/eleven eleven, Auralee, Bovet, By Japan, De Bonne Facture, Emma Willis, George Cleverley, Inis Meáin, Laboratory Perfumes, L'Objet, Peyote Bird, R+D.Lab, SMR Days, SSAM, Story Mfg., Tata Harper* and *Tricker's*.

Each *Small World* brand will also sit within MR PORTER's newly launched *Craftsmanship Code*, an evergreen section of the site designed to champion products made by brands that make a positive contribution to their communities and operate with environmental and social considerations at the forefront of their design and business decisions.

Each featured brand must demonstrate they meet this foundational principle through a series of assessments and in addition, each product is required to meet one or more of the following guiding principles:

- **Heritage craft** – products made by skilled artisans who practise time-honoured techniques to preserve and protect the accumulation of knowledge and skills that have been passed down through generations
- **Future craft** – products made using innovative materials, processes and technologies designed to make efficient use of resources, reduce pollution or support healthy ecosystems
- **Made locally** – products made with materials and manufacturing processes that directly benefit local communities through training, skills development and employment
- **Made to last longer** – products built to last, designed to be repaired, re-loved or recycled
- **Made from considered materials** – products made with lower-impact materials for a significantly reduced environmental footprint
- **Made with high standards of animal welfare** – products supporting good animal husbandry and respecting widely recognised industry standards

The introduction of the *Craftsmanship Code* marks MR PORTER's ongoing commitment to champion artisanal product and skilled craft within its current and future buying strategy. The *Craftsmanship Code* has been developed to celebrate

craftsmanship, which requires an investment of time, skill and care at every stage of the production process. The result is products that the MR PORTER customer wants to invest in and care for and that have greater value and can be worn for longer.

“We are delighted to launch Small World and champion its diverse range of brands, all of which have an incredible story to tell and a distinct craft sensibility to imbue within MR PORTER’s greater offering. The launch, along with the Craftsmanship Code, is very much in line with our 10th anniversary focuses of discovery, inclusivity, craftsmanship and community, and we aimed to seek out and spotlight distinct product stories from some of our more established global brands through to nurturing smaller artisanal partners that are creating world-class product in time-honoured ways. As our customers remain curious and captivated by the narrative of a brand, and how its products are made, we’re thrilled to be delivering 33 nuanced stories within Small World.”

Mr Sam Kershaw, Buying Director, MR PORTER

MR PORTER will celebrate the launch with a global digital campaign from late June, along with dedicated editorial and social content across its global editorial platforms, including online magazine *The Journal* and its Instagram channel [@mrporter](https://www.instagram.com/mrporter).

To learn more about the Craftsmanship Code, please visit <https://www.mrporter.com/hub/craftmanship-code>

For more information, please contact:

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Notes to Editor

The launch of *Small World* and the introduction of *The Craftsmanship Code* are MR PORTER’s direct response to YOOX NET-A-PORTER GROUP’s commitment to *Enable Better Choices* within the Circular Culture area of its 2030 sustainability strategy, *Infinity*. Through *Enable Better Choices*, the Group is increasing the proportion of products available to its customers that are rated as more sustainable each year.

Infinity reflects the Group’s ambitious vision to create a more sustainable, circular and inclusive fashion system that connects people with the joy of luxury and fashion that lasts a lifetime and beyond. It is underpinned by 12 measurable commitments that connect to the United Nations Sustainable Development Goals across four areas: Circular Business, Circular Culture, Planet Positive and People Positive.

Explore YOOX NET-A-PORTER GROUP’s *Infinity*: <https://www.ynap.com/pages/sustainability/infinity/>

Read more about MR PORTER’s pledge here: <https://www.mrporter.com/en-gb/content/our-pledge/>

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 PORTER Health In Mind, a content and fundraising initiative in partnership with Movember, 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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