

MR PORTER

MR PORTER LAUNCHES *SUPER MART*:

A CURATED SELECTION OF EXCLUSIVE PRODUCT COLLABORATIONS AND UNIQUE COLLECTABLES FROM THE WORLD'S MOST EXCITING BRANDS

2 August 2021 – MR PORTER, the world's leading online destination for men's style, announces the launch of *Super Mart*; a standalone on-site marketplace showcasing a curated selection of T-shirts, collectables and streetwear from the world's most exciting brands.

Available from **2 August**, *Super Mart* presents an edit from **29** global brands, **12** of which are new to the site. With more than **330** products across ready-to-wear, accessories, lifestyle and gifting, the collection champions a mismatch of fun and exciting lifestyle and contemporary items, much like a true marketplace; **204** of the pieces are fully exclusive to MR PORTER.

Highlights within the *Super Mart* collection include 54 exclusive pieces from **Undercover MADSTORE**, featuring limited-edition Medicom novelties and MADSTORE merchandise, which will be available to purchase for the first time outside the brand's iconic Japan pop-up. The collection also features a curation of collector Mr Tom Hunt's 25 most covetable one-of-a-kind, original band T-shirts from his highly regarded **Burned Out** archive. These unique, individually sourced T-shirts have been selected for their musical and cultural significance, are available in one size and can only be purchased by MR PORTER customers in the UK and Middle East.

Super Mart brands new to MR PORTER:

- **Better Gift Shop, Burned Out, Friends with Animals, General Admission, Good Morning Tapes, Hatton Labs, Hype Rugs, Jam Home Made, Martine Ali, Midwest Kids, Mr Maria** and **Polite Worldwide**.

Additional *Super Mart* brands, currently available on MR PORTER:

- **Acne Studios, Aries, BE@RBRICK, Beams Plus, Billionaire Boys Club, Blue Blue Japan, COME TEES, Endless Joy, Gallery Dept., Iggy, Medicom, Neighborhood, Neo Legend, Pasadena Leisure Club, PARADISE, Pop Trading Company** and **Undercover**.

"We are excited to launch Super Mart, a first-of-its-kind project – it's been fantastic for us to work on a large multi-brand collection that champions diverse contemporary product from both established and cult brands; many of which have loyal fan bases but not been available on a global scale before. From our curation and exclusive collaborations to our wide-ranging editorial content, MR PORTER has always been a place for discovery and Super Mart celebrates this by giving global access to rare and unique collectables. This launch is very much in line with our 10th anniversary focuses of discovery, inclusivity, craftsmanship and community."

Mr Sam Kershaw, Buying Director, MR PORTER

MR PORTER will celebrate the launch with a global digital campaign from August, 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).

The collection features standout pieces from each of the brands, including:

Acne Studios + Grant Levy Oversized Logo-Print Cotton-Jersey T-Shirt

Aries Printed Cotton-Jersey T-Shirt

Better Gift Shop Logo-Appliquéd Fleece-Back Cotton-Jersey Hoody

BE@RBRICK + Andy Warhol + Jean-Michel Basquiat Printed Figurine Set

Beams Plus Printed Frisbee

Billionaire Boys Club Logo-Print Wooden Skateboard

Blue Blue Japan Printed Cotton Bandana

Burned Out White Nirvana T-shirt

COME TEES Shiver Printed Cotton-Jersey T-Shirt

Endless Joy Il Gato Pazza Fringed Organic Cotton Throw

Friends with Animals Logo-Appliquéd Embroidered Denim and Drill Varsity Jacket

Gallery Dept. Denim Cushion

General Admission Set of Four Mushroom Glasses

Good Morning Tapes Crystal Wizard Printed Tencel Lyocell Shirt
Hatton Labs Flower Sterling Silver, Crystal and Opal Ring
Hype Rugs Flower Blue Rug
Iggy Printed Cotton-Jersey T-Shirt
Jam Home Made Double Smile Skull Sterling Silver Necklace
Martine Ali Tommy Sterling Silver Chain Bracelet
Midwest Kids Collegiate Hoodie
Mr Maria Smiley Lamp
Neighborhood E-Cooler Bag
Neo Legend Bat Brush Compact Arcade Game
Pasadena Leisure Club + Igloo Printed Cool Box
PARADISE Printed Cotton-Jersey T-shirt
Polite Worldwide Lover Necklace
Pop Trading Company Pop Music Cassette Tape
Undercover + MADSTORE Demon Skull Hoodie

The *Super Mart* collection ranges in price from
£10/€10/\$15 - £1,500/€1,650/\$1,700

For more information, please contact:

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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 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.

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

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