

ART/CRAFT

MR PORTER

MR PORTER LAUNCHES ART/CRAFT, AN EXCLUSIVE MULTI-BRAND CAPSULE COLLECTION CHAMPIONING INDIVIDUALITY AND INNOVATIVE CRAFTSMANSHIP TECHNIQUES

20 September 2021 (GLOBAL) – MR PORTER, the world's leading online destination for men's style, announces the launch of *ART/CRAFT*, an exclusive multi-brand capsule collection curated to showcase designers from across a variety of disciplines, each championing their individual craft techniques and skills, in their own unique way.

Debuting on **20 September**, **194** pieces from **26** brands will launch globally at MR PORTER, including The Elder Statesman, KAPITAL, Our Legacy, Missoni, and Gallery Dept., with each brand provided an open brief to interpret what ART/CRAFT means to them.

Upcycled fabrics, recycled/repurposed materials, natural dyes, artist collaborations, and vintage processing have been used by many brands across the capsule collection, to create a range of bespoke, limited-run, and "one of one" items from the likes of BODE, Greg Lauren, Duffy and PROLETA RE ART, among others. Many brands have used a blend of these craft techniques to create truly unique pieces.

ART/CRAFT further cements MR PORTER's place as the leading online destination for men's fine jewellery, with **five** new brands added to the growing roster as part of the collection. Each brand has created a range of limited or exclusive pieces, such as a 17ct diamond bracelet from SHAY to a gold and locally sourced blue iolite "Trillion" bracelet by Fernando Jorge.

ART/CRAFT will launch with **194** products across ready-to-wear, footwear, accessories, fine jewellery and homeware, of which, **164** are fully exclusive to MR PORTER.

New to MR PORTER ART/CRAFT brands:

- Duffy, Éera, Fernando Jorge, PROLETA RE ART, Seb Brown, Vada

ART/CRAFT brands currently available on MR PORTER:

- Alanui, Bleue Burnham, BODE, Camp High, Carhartt WIP, Enfants Riches Déprimés, Gallery Dept., Greg Lauren, Hatton Labs, JW Anderson, KAPITAL, Missoni, Needles, Our Legacy, REESE COOPER®, Rhude, SHAY, Suzanne Kalan, The Elder Statesman, Yuketen

"We are delighted to launch ART/CRAFT, a curated selection of brands who have created an array of distinct, exclusive pieces through the lens of their unique DNA, just for MR PORTER. Each brand was tasked with an open brief to create something truly special to them, and I'm thrilled to see the methods they used to story-tell their pieces. Fine jewellery has a large presence in ART/CRAFT, an area of rapid growth and focus for us – and I'm excited to provide our global customers with interesting and hard to find brands, who produce products with genuine individuality and longevity."

Mr Sam Kershaw, Buying Director, MR PORTER

MR PORTER will celebrate the launch with a global digital campaign from 20 September, along with dedicated editorial and social content across its global editorial platforms, including online magazine *The Journal* and its Instagram channel [@mrporter](#).

To learn more about the ART/CRAFT, please visit www.mrporter.com/mens/list/art-craft

For more information, please contact:

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Notes to Editor

MR PORTER's Fine Jewellery

Brand Mix has grown 200 per cent YTD since launch in early 2021

Large increase in sales and growing customer interest (especially through our Global EIPs – Extremely Important People) across the US, UK, Hong Kong and Middle East (namely Saudi and Kuwait)

Newly launched Californian brand SHAY was a big hit with our EIPs and Jewellery customer base – its Jumbo Rainbow Multi-Stone Bracelet (34K EUR) instantly sold out as soon as it launched on site

Bracelets and necklaces are our most popular styles of jewellery

Diamond and coloured stone jewellery sales are steadily growing across the category, especially in the US and APAC markets

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 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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