

# MR PORTER

## MR PORTER LAUNCHES EXCLUSIVE CAPSULE COLLECTION WITH FEAR OF GOD

**19 January 2022 (GLOBAL) – MR PORTER**, the award-winning global online retail destination for men's style, is pleased to announce its first collaboration with LA-based label **Fear of God**, designed by Mr Jerry Lorenzo. The exclusive capsule features a curated edit from Fear of God's mainline collection and ESSENTIALS range for kids and adults. The launch is part of the final installment of MR PORTER's *Hosted By* designer content series, which commemorates some of the brightest and most resonant voices in menswear.

Launching 19 January, the capsule collection celebrates the world of Fear of God and offers wardrobe solutions for the whole family by uniting exclusive styles with familiar favourites. Fear of God's relaxed and effortless style is represented through a mix of iconic ESSENTIALS sweat sets alongside signature staples and hero pieces from the mainline collection, including luxury outerwear and casual tailoring, all in a soft, autumnal colour palette.

The exclusive collection consists of **40 pieces** across ready-to-wear, footwear, accessories and kids, including **24** Fear of God styles encompassing comfortable tailoring and modern structured designs, charcoal-coloured accessories and signature footwear. The Fear of God ESSENTIALS edit features **eight** pieces, providing the building blocks for two sweat sets, in exclusive colourways Garden Glove and Vicunia. This is mirrored across **eight** matching kidswear styles.

Standout pieces include:

- **Fear of God** The Suit Jacket in Light Heather Grey
- **Fear of God** The Canvas Work Jacket in Rust
- **Fear of God** The Vintage Tennis Sneaker in Light Grey
- **Fear of God ESSENTIALS** The Pull Over Hoodie in Vicunia
- **Fear of God ESSENTIALS Kids** The Pull Over Crewneck in Garden Glove

MR PORTER will celebrate the launch of the exclusive capsule collection with a global digital campaign, alongside featuring Fear of God founder Mr Jerry Lorenzo in its digital magazine *The Journal*. The campaign will feature varietal storytelling and a special video, narrated by Lorenzo himself, offering a unique and intimate insight into his take on what luxury means today.

*"We are honoured to be partnering with Jerry Lorenzo on this exclusive capsule collection which celebrates his modern approach to menswear. Fear of God is one of the most renowned brands in our industry today and a firm favourite with our customers, so we know the capsule and corresponding editorial will resonate globally."*

**Mr Sam Kershaw, Buying Director, MR PORTER**

The FEAR OF GOD X MR PORTER exclusive capsule collection will be available [here](#).

### FEAR OF GOD X MR PORTER EXCLUSIVE CAPSULE

£35 - £2,265 / €45 - €2,380 / \$45 - \$2,550

### FOR MORE INFORMATION, PLEASE CONTACT:

[OLIVIA.SHEPHERD@MRPORTER.COM](mailto:OLIVIA.SHEPHERD@MRPORTER.COM) / PR & COMMUNICATIONS EXECUTIVE

## 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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## About Fear of God

Founded in 2013, Fear of God is a luxury fashion brand based in Los Angeles, California. Recognized for its distinct interpretation of the American expression, Fear of God offers timeless shapes and silhouettes that bridge the gap between runway and wardrobe. Utilizing luxury materials and fine craftsmanship, Fear of God re-envisions tailoring through the lens of sportswear to continually challenge the notion of modern American fashion.