

Mr P.

MR PORTER'S OWN LABEL *Mr P.* EXPANDS ITS OFFERING LAUNCHING PIECES MADE FROM SURPLUS YARNS, RECYCLED AND ORGANIC MATERIALS



21 February 2022 (GLOBAL) – *Mr P.*, the own-label brand from **MR PORTER**, continues its commitment to designing for circularity and sustainability with an expansion of its knitwear offering, launching carefully crafted pieces made from surplus yarns, recycled and organic materials.

Key elements of this new collection consist of:

- Surplus yarns, recycled and organic materials used to produce the exquisitely crafted pieces
- 36-piece knitwear assortment
- Collaborated with artisanal processes with knitters, spinners and finishers from the Marche region of Italy
- Returning end of life product into a new creation
- Irregular colour waves, reverse stitches, brushed finishes and rolled hems
- Dropped shoulders, considered proportions, contemporary silhouettes, and discoverable detailing from laid on seams and external linking

Launching from **21 February**, the **36-piece** collection comprises knitted **coats, sweaters, rollnecks, shirts, T-shirts** and a **hoodie**, in a palette of warm browns, greys, pinks, camels and navy shades, fashioning iconic and contemporary silhouettes. Echoing *Mr P.*'s dedication to timelessness and uncompromising quality, the beautifully woven pieces are crafted from a mixture of surplus yarn, recycled cashmere, organic cotton and certified (cruelty-free) wool.

Under Embargo until 8.00am GMT, Monday 21st February 2022

Designed for longevity, these supremely soft knits have been carefully developed from the finest spinners and makers in the Marche region of Italy, celebrating uniqueness, irregularity, and imperfections through each design. Ideal for those seeking to slow down the fashion cycle, investing in thoughtful consumption and everlasting style.

Mr P.'s commitment to craftsmanship, timeless style, quality and innovation continues to drive the brand forward. This product expansion is part of our ongoing commitment to ensure *Mr P.* is designed for sustainability and circularity by 2025, and part of MR PORTER's responsible style commitments through the brands "[Our Pledge](#)" – focused upon the key pillars of Community, Experience and Product.

Standout pieces include:

- The ***Mouline Mock Neck Jumper***, woven from cashmere and wool with multicoloured threads to provide an added dimension.
- The ***Brushed Wool, Alpaca and Cashmere-Blend Sweater***, jacquard-knitted from virgin wool, alpaca and cashmere threads to create a blurred, rippling stripe.
- The ***Degrade Boucle Knitted T-Shirt*** spun from hints of wool and silk. This T-shirt is boucle-knitted for a tactile surface that feels soft and comfy.
- The ***Dropped Shoulder Chunky Hoodie*** is knitted from a wool blend with surplus alpaca threads with dropped shoulders and ribbed edges to define the relaxed shape.

"Mr P. is constantly evolving, and this new recycled knitwear expansion drives an exciting next step into the brand's mission of 'designed with promise and crafted without compromise'. Quality and style continue to lie at the heart of Mr P., and we are delighted to be able to create these extremely carefully crafted pieces, that have been designed in exemplary profiles. Working closely together with our Italian recyclers and makers, we have been able to create everlasting products that all offer a unique look and provide our customers with the opportunity to enrich their knowledge of a product's lifecycle in a new and more meaningful way."

Mr Sam Kershaw, Buying Director, MR PORTER

The *Mr P.* knitwear collection ranges from £195 to £745

View the ***Mr P.*** collection at mrporter.com/mr-p and follow its dedicated Instagram handle ([@mrp](#))

Download imagery [here](#)

Visit [Our Pledge](#) to learn more

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.

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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, 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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