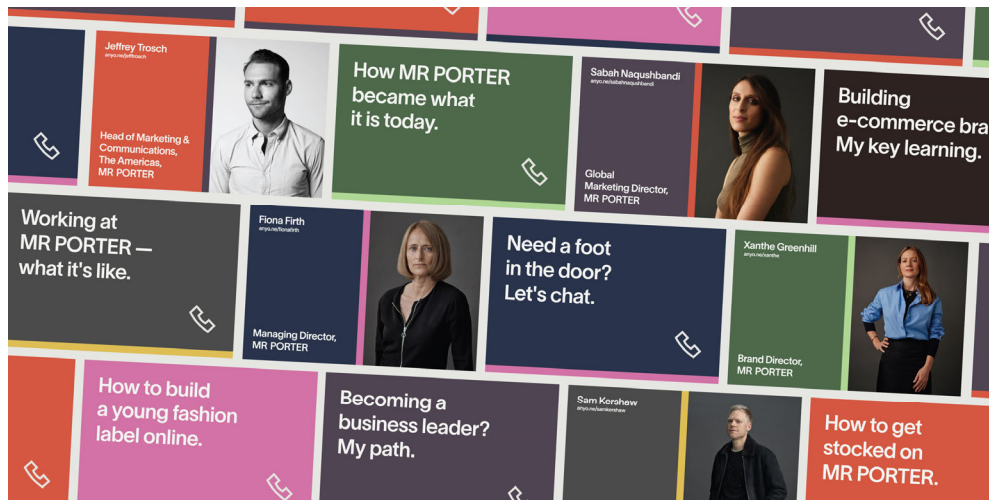


MR PORTER



UNDER EMBARGO UNTIL 9 MAY 2022 09.00AM BST

MR PORTER PARTNERS WITH CONNECTION- MAKING AUDIO APP ANYONE TO UNLOCK ADVISORY ACCESS AND BUILD A GLOBAL COMMUNITY

LONDON, UK (9 MAY 2022) – Today, as part of MR PORTER's ambition to drive a more inclusive industry the brand is launching a first-of-its-kind partnership with award-winning connection-making audio app Anyone, to offer access to its team and provide their expert advice to users across the globe.

Anyone, an app that connects you with people far outside of your usual reach for a one-to-one, five-minute phone call, helping to extend networks and build connections, will work with MR PORTER to provide its community with free-of-charge advisory calls to speak directly to the brand's global team.

Who you know shouldn't limit who you can become, and with Anyone, everyone will now have the opportunity to get firsthand advice and support from the highly coveted industry experts at MR PORTER, helping everyone to achieve their dreams and desires.

For each call made to a MR PORTER Advisor, a donation will be made direct to the MR PORTER Health In Mind Fund powered by Movember, supporting men's mental and physical health initiatives to help men lead happier, healthier, more fulfilling lives.

Community has been at the heart of MR PORTER since its launch, providing men with the tools and advice to help make their lives easier. This partnership with Anyone continues the brand's mission to support and inspire the next generation, champion inclusiveness and set an example for the industry, making MR PORTER one of the most accessible brands globally by being the only e-commerce platform where young entrepreneurs, creatives and designers can unlock access to firsthand advice for their career, business and personal development through the five-minute audio calls.

Staff across MR PORTER’s creative, marketing, buying, personal shopping and e-commerce teams from its London, New York and Hong Kong offices, will be available on Anyone on an ongoing basis. Advisors will be available to share advice covering a breadth of topics from functional learning skills such as brand building, product development and editorial curation to more generic advice on leadership and career. Callers will be able to easily choose which Advisors are most relevant to them and conveniently be notified when they are online or part of an upcoming phone booth to ask a question, get a second opinion or learn something new.

Expansion in 2022 will include dedicated phone booths to support the content and fundraising initiative [MR PORTER Health In Mind](#) and global designer mentorship programme [MR PORTER FUTURES](#), further championing MR PORTER’s responsible style commitments through the brand’s [Our Pledge](#) – focused on key pillars of Community, Experience and Product.

“As a destination that people go to for style and lifestyle advice, being helpful to others has been core to MR PORTER’s mission since the brand launched 11 years ago. We recognise we still have so much more to offer and thought we would take it one step further by partnering with Anyone to open up global access to our teams directly for advice – our people are the heart of our business and the most passionate advocates of the brand values. A five-minute conversation has the power to make a huge difference in someone’s life and we are very much looking forward to having the opportunity to give back, connect more directly with our community around the world and make the industry a more inclusive space.”

Ms Sabah Naqushbandi, Global Marketing Director, MR PORTER

“To outsiders, fashion and e-commerce can feel like an impenetrable, exclusive place, but MR PORTER has established itself as one of the brightest names in the industry for more than a decade by rejecting that it should be that way. Instead, the company has championed the idea of fashion as an entry point to creativity, community and creating healthier, happier lifestyles; that often starts with a conversation. Anyone users come from all backgrounds and areas of interest. They’re not only careerists trying to make moves, but also young upstarts trying to get their labels off the ground, build foundations for their careers, or just get a foot in the door. The Anyone community is comprised of some of the most talented people on the planet and also the most generous, helping each other get further faster by sharing their own lived experiences one five-minute call at a time. We’re delighted and honoured to have MR PORTER’s brilliant team join our growing community – they’ve built a best-in-class brand by leading with approachability and authenticity, and that expertise is relevant to all our users, wherever they are on their journeys.”

Ms Samantha Bloom, Chief Curator, Anyone

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT MR PORTER

MR PORTER is a destination of discovery for men – a place to be inspired, to find connection and to explore all aspects of a stylish life. With a selection of more than 500 of the world's most sought-after brands, we're on a mission to provide men with everything they need to look their best, and through our content and community offering we're helping them to feel their best, too.

Since launching in 2011 MR PORTER has grown to represent an increasingly broad vision for men's style, with the biggest names in grooming, sportswear and luxury watches joining our world-class offering of designer brands. We're also the destination for Mr P., a contemporary menswear label available exclusively at MR PORTER. We deliver daily doses of style and culture in our online magazine, The Journal, and speak to a thriving global community through our social channels.

We believe in taking a responsible approach to style. This means committing to reducing the environmental impact of our business, representing the diversity of our global audience, and championing well-crafted products and the communities that make them. To find out more about our commitments for now and for the future, see Our Pledge. We're also dedicated to our wider mission of helping men to lead happy and fulfilling lives through our content and fundraising initiative, MR PORTER Health In Mind.

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 in English or Arabic across mobile, tablet and desktop. Our multi-lingual customer care and personal-shopping teams are available 24/7, 365 days a year via live chat and include luxury watch experts, style advisors and more. Customer loyalty is rewarded through our famous EIP programme, which includes a suite of benefits such as early access to new arrivals and seasonal sales.

A global brand headquartered in London and with offices in New York, Hong Kong and Dubai, we are bonded together by a passion for what we do and a strong community spirit.

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

Instagram: [@mrporter](https://www.instagram.com/mrporter/) / [@mrp](https://www.instagram.com/mrp/) / [@mrporterwatches](https://www.instagram.com/mrporterwatches/)

Facebook: [@mrporterlive](https://www.facebook.com/mrporterlive/)

Twitter: [@MRPORTERLIVE](https://twitter.com/MRPORTERLIVE)

YouTube: [MRPORTER](https://www.youtube.com/MRPORTER)

Kakao: MR PORTER [미스터포터](https://www.kakao.com/mrporter)

ABOUT ANYONE

Anyone is an audio app that makes it easier to get and give advice through five-minute phone calls, delivered verbally and concisely. If you had five minutes of anyone's time, who would you call and what would you ask? Finalist in the FastCo Apps Category and awarded an honouree product within the Best World Changing Idea EMEA category, Anyone opens communication barriers and enables everyone to have the same networking opportunities, no matter what background, connections, goals or ambitions someone has.

A growing digital community, Anyone lets you set your own price and get paid for your time, or pick up the phone for free if you want to pay it forward.

More information on Anyone can be found here: <http://about.anyo.ne>