

# MR PORTER

UNDER EMBARGO UNTIL 9 MAY 2022 09.00AM BST

## MR PORTER LAUNCHES CAMPAIGN, “DISCOVER MR PORTER”, RE-ESTABLISHING ITS CORE BRAND VALUES

**LONDON, UK (9 MAY 2022)** – *Discover MR PORTER* is a year-long campaign that seeks to re-establish its core values by taking stock of where the brand is, reflecting on the progress made in the last 11 years and looking boldly ahead to the future.

MR PORTER places its values of community, inclusivity and responsible style at the forefront of this campaign, focusing on themes of belonging, identity and exploration. The ambition of the campaign is to celebrate today’s modern world and embrace its complex makeup, while showcasing MR PORTER not only as a style destination, but as a place of discovery and self-expression.

Led by the medium of film, the campaign examines each theme through three short films, inviting viewers to look inwards and discover who they are, to seek connection and community through shared passions, and to imagine what is yet to come.

Belonging – storytelling the sense of community, be that family, friendship, love, sport, or music

Identity – evoking personality and individuality, to ask the questions “who am I?” and “who do I want to become?”

Exploration – championing responsible style and craftsmanship, highlighting the next generation and future of the planet

*Discover MR PORTER* reflects the unique development of the brand across its product, content and service proposition. It’s available globally across social and online channels, premium programmatic TV partners, prime out-of-home locations across its key markets in the US, UK, Middle East and Hong Kong, alongside MR PORTER’s own channels including Instagram, YouTube and Facebook, as well as on site and the MR PORTER app.

The campaign narrative and voiceover are brought to life by worldly sayings, which were adapted and reworked to unpack the themes and topics leading each film and still imagery.

“The beauty of *Discover MR PORTER* is that each film will mean something completely different to each person. The language, cinematic filming and locations all take you on an emotive journey. Across the three films, the campaign evokes our core pillars and signifies a pivotal moment in MR PORTER’s evolution, allowing people to discover and rediscover our brand in a refreshed light. As a global business we have a responsibility to our customers – whoever they are, whatever they do and wherever they are from – to showcase our brand values of community, inclusivity and responsible style, and to let them know everyone is welcome at MR PORTER.”

**Mr Ben Palmer, Creative Director, MR PORTER**

[LEARN MORE ABOUT DISCOVER MR PORTER](#)

**FOR MORE INFORMATION, PLEASE CONTACT:**  
MR MARK BLUNDELL, GLOBAL HEAD OF PR & COMMUNICATIONS  
[MARK.BLUNDELL@MRPORTER.COM](mailto:MARK.BLUNDELL@MRPORTER.COM)

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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](http://mrporter.com) and [ynap.com](http://ynap.com)

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