

MR PORTER

UNDER EMBARGO UNTIL 13 MAY 2022 8.00AM BST

MR PORTER DRIVES MENTAL HEALTH AWARENESS AND COMMUNITY WITH EXCLUSIVE TEE STORE COLLECTION

London, UK (13 May 2022) – MR PORTER is pleased to launch **Tee Store x MR PORTER Health In Mind**, a capsule collection made up of **104** exclusive pieces created and produced by **18** leading contemporary and designer brands, tasked with creating pieces that reflect the brief of driving awareness for men's mental health and wellbeing. Net profits of each piece sold during the first two weeks will be donated 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 and more fulfilling lives.

The **Tee Store x MR PORTER Health In Mind** collection raises awareness for mental and physical health initiatives, powering MR PORTER's values of community, inclusivity and discoverability, providing its global customer base with exclusive product from both established and new, up-and-coming brands. Themes including happiness, friendship and pastimes were pertinent the collection, showcased through inspirational graphics, novelty designs, slogans and archival prints.

Available globally from **13 May**, the exclusive 104-piece collection encompasses graphic T-shirts, hoodies, hats and socks in a palette of joyful colours and streetwear silhouettes from leading contemporary brands including **Acne Studios**, **Gallery Dept.**, **Museum of Peace & Quiet**, **POLITE WORLDWIDE®** and **Sorry In Advance**.

New brands to MR PORTER include **Emotionally Unavailable**, **Fortnite Premium** and **Stockholm Surfboard Club**. **Emotionally Unavailable** designed exclusive pieces to highlight mental awareness, **Fortnite Premium** takes cues from the iconic multi-player universe game of the same name and **Stockholm Surfboard Club** is a Swedish-based brand creating surfing culture-inspired streetwear that is sought after for its tie-dye affect.

The **Tee Store x MR PORTER Health In Mind** capsule will be celebrated through a community-focused campaign, promoting a positive message and awareness of men's mental health, capturing organic day-to-day exchanges of self-expression and conversations between men, brought to life across MR PORTER's social and editorial platforms. MR PORTER's editorial and social platforms are committed to driving these messages to men through thought-provoking articles and insightful conversations. Follow the journey [@mrporter](#) and [The Journal](#).

"We are proud to have this year's Tee Store x MR PORTER Health In Mind collection driving awareness and support for men's mental health, an area close to MR PORTER's heart through our content and fundraising initiative MR PORTER Health In Mind. Following the success of the past Tee Store collections, the brands this year have created something truly special, giving our customers the ability to discover and own exclusive pieces from the world's top contemporary brands, while expressing mental health through their designs. MR PORTER has championed community from the start and we're pleased to continue our Tee Store collection each year, giving back to those who need extra support in their lives."

Mr Daniel Todd, Senior Buyer, MR PORTER

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Highlights include:

- Acne Studios** Logo-Print Cotton-Jersey T-Shirt*
- Advisory Board Crystals** Eudaimonia Webbing-Trimmed Printed Cotton-Jersey T-Shirt*
- Camp High** Tie-Dyed Logo-Print Jersey T-Shirt*
- Carhartt WIP** Printed Cotton-Jersey T-Shirt*
- Central Bookings Intl™** Logo-Print Cotton-Jersey T-Shirt*
- Coral Studios** Peace of Mind Printed Cotton-Jersey T-Shirt*
- Emotionally Unavailable** Emotionally Unavailable Printed Cotton-Jersey Hoodie*
- Fortnite Premium** Squad Printed Cotton-Jersey Sweatshirt*
- FRIENDS WITH ANIMALS** Turtle Patterned Rug*
- Gallery Dept.** Keep Smiling Printed Cotton-Jersey T-Shirt*
- iggy** Printed Cotton-Jersey T-Shirt*
- KAPITAL** Toro Toro Happy Printed Cotton-Jersey T-Shirt*
- Museum of Peace & Quiet** Logo-Print Cotton-Jersey T-Shirt*
- Paradise** Intarsia Cotton Socks*
- Pasadena Leisure Club** Logo-Embroidered Colour-Block Cotton-Twill Baseball Cap*
- POLITE WORLDWIDE®** It's All Good Embroidered Cotton-Jersey T-Shirt*
- Sorry In Advance** Logo-Print Cotton-Jersey T-Shirt*
- Stockholm Surfboard Club** Printed Cotton-Jersey T-Shirt*

Prices from:

£15 - £930 / €15 - €1,070 / \$15 - \$1,115

Click to view the [Tee Store](#)

Click to learn more about [MR PORTER Health In Mind](#)

For more information, please contact:

Ms Olivia Shepherd | PR & Communication Executive | olivia.shepherd@mrporter.com

ABOUT MR PORTER

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/)

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

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

ABOUT MOVEMBER

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

The charity raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund more than 1,250 projects around the world.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit Movember.com.

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**100 per cent of the profits from the first two weeks of the sale (08.00am BST 13 May – 11.59pm BST 27 May) of this product will be donated to the MR PORTER Health In Mind Fund powered by Movember, a charitable fund that supports men's health causes around the world. The Movember Foundation is a registered charity in England and Wales (charity number 1137948). "Profits" means the sale price of the product less any applicable sales tax and/or duties, the original cost of the product, and any associated inbound taxes, duties and shipping charges. For more information visit mrporter.com/hub/health-in-mind/.*