

MR PORTER

In America 

# MR PORTER COLLABORATES WITH LEADING US DESIGNERS TO LAUNCH “MR PORTER IN AMERICA” COLLECTION

**UNDER EMBARGO UNTIL WEDNESDAY OCTOBER 19, 2022 08:00 AM BST**

**October 19, 2022 (GLOBAL)** – MR PORTER is pleased to announce the launch of **MR PORTER In America**, a campaign and capsule collection that celebrates American menswear today, as brought to life through the places, people and culture of the country.

Debuting on October 19<sup>th</sup>, the exclusive collection features more than **40** brands with more than **600** pieces across ready-to-wear, footwear, accessories and fine jewelry from **BODE, TOM FORD, Rhude, Gallery Dept., The Elder Statesman, Thom Browne, SHAY, Foundrae, Sid Mashburn, Jacques Marie Mage, Ralph Lauren RRL, éliou, Santangelo** and **Luis Morais** among others. The collection also features an exclusive capsule from Mr Jerry Lorenzo’s **Fear of God** coming December 2022. Within the collective capsule, MR PORTER will also introduce **12** new brands to site, including **Cherry LA, Greg Yuna, Jeff Hamilton, and Collina Strada** to name a few.

*MR PORTER In America* champions US craft and creativity through the vast scale of the brands and collaborators involved. From BODE’S homage to US tourism to TOM FORD’S Texas-inspired capsule, to Rhude’s Napa Valley collection, to Gallery Dept.’s Chateau Josue selection, each collaborator has tapped into their own view on American style. Together, the brands comprise MR PORTER’S nod to American menswear classics famous for their formidable elegance, effortless style, heritage and craftsmanship.

Over three consecutive weeks, *MR PORTER In America* will celebrate the collection with a global campaign that draws inspiration from three distinct American tableaux:

- Week one: Coast to Coast, a campaign that captures the paradisa of American coastal culture.
- Week two: Downtown Culture, a campaign that spotlights the nightlife and streetwear movements.
- Week three: The Pioneer Spirit, a campaign that captures the essence of adventure in the great outdoors.

Pulsed across all MR PORTER channels, the campaign will include exclusive editorial content including a sneak peek into The Elder Statesman’s Los Angeles factory, an interview with NY-based jeweler Greg Yuna and a feature on Miami’s emerging subcultural nightlife spots, as well as video and photo profiles that capture various communities throughout the continental US.

*MR PORTER In America* will commence with a launch party in Los Angeles, California on Wednesday 19 October and culminate with an event in Miami, Florida on Tuesday 1 November.

*“The US has always heavily influenced us from an artistic and commercial point of view. From established brands such as TOM FORD and Ralph Lauren to contemporary talents including Cherry LA and Gallery Dept., we are proud to bring this unique and one-of-a-kind collection to our global customers.”*

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

**The collection features standout pieces from each of the brands, including:**

BODE, Camp-Collar Printed Silk-Satin Shirt  
Cherry LA, Pit Crew Puffer  
Gallery Dept., Chateau Josie VIP Robe  
Greg Yuna, Baby Cuban Bracelet  
Jeff Hamilton, Lakers Bomber Jacket  
Randy's Garments, Camouflage-Print Cotton-Ripstop Gilet  
Rick Owens, Vintage Sneakers  
Rhude, Wine Club Logo-Embroidered Full-Grain Leather and Wool-Blend Bomber Jacket  
Ralph Lauren RRL, Belted Intarsia Silk, Cotton, Linen and Wool-Blend Cardigan  
The Elder Statesman, Rainbow Void Tie-Dyed Cashmere Sweater  
Thom Browne, Varsity Jacket  
TOM FORD, Slim-Fit Suede Jacket

**Please find the full list of brands included in the campaign here:**

BODE, Camp High, Cherry LA, Collina Strada, COME TEES, éliou, Enfants Riches Déprimés, Fantasy Explosion, Fear of God, Foundrae, Gallery Dept., General Admission, Greg Lauren, Greg Yuna, Guess USA, iggy, Jacques Marie Mage, James Perse, Jeff Hamilton, John Elliott, Les Tien X Alm, L.L. Bean, Luis Morais, Manresa, MAOR, One Of These Days, POLITE WORLDWIDE®, Randy's Garments, Reese Cooper®, Rhude, Rick Owens, RRL, Santangelo, SHAY, Sid Mashburn, Sorry In Advance, Sydney Evan, The Elder Statesman, Thom Browne, Timex X Jacquie Aiche, TOM FORD and Y,IWO.

Shop The Collection [Here](#)

£26-28,900 GBP

\$30-33,000 USD

€30-33,200 EUR

Download Product Images [Here](#)

**FOR MORE INFORMATION, PLEASE CONTACT:**

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ABOUT MR PORTER

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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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