

MR PORTER FUTURES

IN PARTNERSHIP WITH KLARNA

UNDER EMBARGO UNTIL 30th NOVEMBER 08.00 GMT

MR PORTER futures design and Mentorship programme launches Three new designers

GLOBAL (30 NOVEMBER 2022) – MR PORTER, is pleased to announce the launch of three collections from the hand-selected designers of MR PORTER FUTURES, in partnership with Klarna: **MANAAKI**, **Miles Leon** and **SAIF UD DEEN**.

Each were selected as part of an anonymous judging process. Over 1,000 entries were submitted from 77 countries judged by a panel that included MR PORTER Buying Director Mr Sam Kershaw, MR PORTER Style Director Mr Olie Arnold, designer Mr Reese Cooper, stylist and creative director Ms Julia Ragolia, BEAMS & Co director Mr Tatsuo Hino, designer Mr Nicholas Daley and Ms Judith Tolley, a business and leadership coach for creative founders.

Dropping exclusively on MR PORTER on **30th November**, these collection launches are the culmination of over one year's design and business mentorship programme that has included a course of workshops in brand, marketing, product range, cash flow and intellectual property. Practical experience and training were gained in collaboration with the in-house MR PORTER team, where they received tutelage in all aspects of realising their initial designs into finished collections. Direct experience in factories and sessions with sustainability consultancy Create Sustain gave an understanding to the intricacies of exploring how to take each collection from designer sketch to final garment.

MANAAKI

Inspired by her Māori heritage and taking influence from cultural moments in the 1970s, New Zealander Ms Kat Tua has created a spirited collection featuring her own hand-drawn prints, sports-inflected jersey and an unconventional approach to denim. The result has a vintage feel expressed in a modern way. Key pieces include the Tahī Leather pant and Kai denim tracksuit set and the collection incorporates a vibrant palette of jade, dusky pinks and washed indigo.

The collection includes 27 pieces with prices from £65-650/\$95-935/EUR 85-815

SAIF UD DEEN

Manchester-based designer Saif Ud Deen's designs explore the relationship between faith and fashion and how they intertwine with the urban environment. He blurs the lines of traditional Islamic attire by mixing in contemporary silhouettes that are functional and technically engineered, creating a high specification collection that sits at the intersection of luxury and contemporary street style drawing from his unique perspective. Garments are multifunctional with every facet serving a purpose – padded gilets are removable from outerwear and long-line coats and shirts can be zipped apart to create shorter versions. The palette is in muted tones of black, olive and grey with jersey pieces in accents of soft pink and blue.

The collection includes 12 pieces with prices from £85-1250/\$125-1,800/EUR 110-1565

Miles Leon

Messrs Ryan Edmonds and Julian Canda, a design duo from Portland, Oregon, have cultivated Miles Leon, a label that takes inspiration from the natural world. Rooted in the physical and metaphorical elements of the garden, Miles Leon looks to be the space in between. Blending workwear with a sartorial presence emphasises the importance of duality in the collection, with clothing that lives with us in the everyday moments of life. With an emphasis on natural materials, the brand uses European craft in combination with beautiful and considered fabrics such as organic cottons and recycled wools. The duo elevates functional menswear staples such as the cable-knit sweater and single-pleated trouser with a colour palette of neutrals and deliberate pops of colour.

The collection includes 15 pieces with prices from £195-695/\$275-1,000/EUR 245-870

MR PORTER FUTURES is a two-season commitment to each designer, with MR PORTER meeting the costs of the production, sampling and shipping for the development. Each designer and design duo receives 50 per cent of net profits, and continued mentorship and support from the broader MR PORTER team.

Klarna has donated a £10,000 award to each designer or design duo to help establish and grow their business. This follows Klarna's ongoing commitment to small businesses across the UK which saw the company launch a £3m support package and accelerator programme to help small businesses recover and grow post the pandemic.

"MR PORTER FUTURES was borne from discussions we had in the business regarding how we could support diversity and inclusivity at a grass roots level, encouraging anyone who had an idea for a collection to submit them. The fact that all entrants were judged anonymously was hugely important and we are incredibly privileged to have selected three brands that are unique and should appeal to the modern man. The immense amount of hard work, dedication and effort to realise the collections is a true testament to the teams at MR PORTER and external industry mentors who devised an in depth, practical course in fashion design and manufacture. That we now launch three fully set-up brands, MANAAKI, Miles Leon and SAIF UD DEEN is testament to their hard work and group effort. I am delighted that MR PORTER champions such talent."

Mr Sam Kershaw, Buying Director, MR PORTER

"It's been such a pleasure being part of the inaugural MR PORTER FUTURES mentorship programme to support designers championing sustainability with such vision. At Klarna, we are passionate about protecting the planet, and want to champion design talent creating positive change, which is particularly challenging in a post-pandemic world. We can't wait to work with the designers and to see their final collections."

Mr AJ Coyne, Head of Global Brand and Creative, Klarna

Full designer Q&A documents are available on request

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

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