



**MR P. INTRODUCES AUTUMN/WINTER 2023 COLLECTION ALONGSIDE
RELAUNCHED “PERMANENT EDIT”**

18 September 2023 (GLOBAL) – *Mr P.* is pleased to introduce its new collection for autumn/winter 2023, crafted with uncompromising quality and more responsible materials.

Debuting on MR PORTER from 18 September, with product dropping throughout the season, the collection encompasses **234 pieces** across ready-to-wear, accessories and footwear.

Drawing inspiration from the work of 1960s creatives such as Messrs David Bailey, Kenneth Noland and Ms Bridget Riley, the collection mixes eclectic patterns and textures with unusual colour pairings of burnt orange, jade green, burgundy and shades of sky blue. Highlights include monochrome geometric knitwear, wavy printed accessories, unstructured tailoring, and refined outerwear, including wrap coats and *Mr P.*'s renowned leather and suede jackets. A new, expanded eveningwear and tuxedo offering will also be available featuring double-breasted and jacquard blazers, velvet dinner jackets in new colourways, alongside a double-breasted navy cashmere blend corduroy suit, a range of evening shirts and Derby and double-monk dress shoes.

Coinciding with the autumn/winter collection launch is the reintroduction of *Mr P.*'s Permanent range – an edit of **76 essential styles**, available year-round, that form the foundational building blocks of any modern man's wardrobe. Updated with refined fits, responsible fabrications and new colourways, this thoughtful edit is designed for longevity, offering customers a more considered choice of everyday staples without compromising on quality or style. Key pieces include certified ultrafine merino knitwear, footwear produced using regenerated suede and grape leather and organic garment-dyed cotton chinos.

More than 70 per cent of the collection is made using more responsible materials and processes in line with sustainability design guidelines set by YOOX NET-A-PORTER's Infinity strategy. By 2025, the goal is for *Mr P.* to be fully aligned to these guidelines. These pieces will sit within MR PORTER's Craftsmanship Code, a curated edit of brands and products championing craft, local communities, responsible manufacturing and sustainable materials.

Furthermore, in an ongoing journey to encourage product circularity and transparency, *Mr P.* continues embedding Digital ID technology within its garments to give customers insight into the design and provenance and access to care and repair, as well as styling guidance. 97 per cent of the autumn/winter collection has been digitally labelled, enabling customers to engage with the garments' details post-purchase, to enhance versatility, longevity, and value.

“Quality, craftsmanship and stylish design are at the heart of what we do at Mr P., so we are delighted to show the progress the brand has made in its ongoing sustainability journey. Our design team use the finest fabrics and bespoke prints alongside working with a select network of artisans and craftspeople from around the world to ensure we deliver quietly confident menswear with longevity. From premium wardrobe staples that become daily must-haves to exquisite tailoring and eveningwear, our aim is to offer quality pieces that empower our customers to explore their own style with confidence.”

Mr Olie Arnold, Style Director at MR PORTER

Mr P. is designed in London and produced using globally renowned manufacturers. Since launching in 2017, the brand has grown from strength to strength and now sits within the top 10 brands on MR PORTER.

To discover the new collection from **Mr P.**, including the **Mr P. Permanent** range of everyday essentials, click [here](#).

Download campaign imagery [here](#).

Follow *Mr P.*'s Instagram handle ([@mrp](#))

FOR MORE INFORMATION, PLEASE CONTACT:

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Editor's Notes:

- Infinity is YOOX NET-A-PORTER's 2030 strategy for a more sustainable, circular and inclusive future for luxury fashion. For more detail on its 12 commitments, visit: ynap.com/sustainability/infinity/
- Launched in 2021, Craftsmanship Code is MR PORTER's curated selection of products made by brands who make a positive contribution to their communities, whilst operating with environmental and social considerations at the forefront of their design and business decisions. The brands and products featured must align with the values of the Craftsmanship Code. For more detail visit: mrporter.com/hub/craftmanship-code/

MR PORTER

MR PORTER is the men's style destination. Since 2011, the online store has inspired men around the world by connecting them with the best luxury menswear products and delivering informative and inspiring content. MR PORTER's unparalleled product offering showcases 500 of the most sought-after menswear and lifestyle brands, including private labels [Mr P.](#) and [Kingsman](#). It offers express worldwide shipping to more than 170 countries, a seamless shopping experience, luxurious packaging, easy returns and multi-lingual Customer Care and Personal Shopping teams available 24/7.

In 2019, MR PORTER founded [MR PORTER Health In Mind](#), a fundraising initiative in partnership with Movember that continues to raise awareness of men's mental and physical health. MR PORTER champions craftsmanship and sustainability through private label Mr P., the [Craftsmanship Code](#), and circular fashion services such as [MR PORTER RESELL](#) and [MR PORTER FIT & FIX](#). MR PORTER produces unmatched digital and printed content across shoppable online magazine, [The Journal](#), and physical newspaper.

MR PORTER is part of [YOOX NET-A-PORTER](#), home to the world's leading online luxury, fashion, and style destinations. MR PORTER's sustainability initiatives contribute towards [Infinity](#), YOOX NET-A-PORTER's strategy for a more sustainable, circular and inclusive industry.

For more information about MR PORTER and YOOX NET-A-PORTER GROUP visit mrporter.com and ynap.com.

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