



MR P. LAUNCHES SPRING 2024 COLLECTION

February 2024 (GLOBAL) – *Mr P.* is pleased to introduce its new collection for spring 2024, crafted with considered design details and more responsible materials, furthering its ongoing journey to deliver collections increasingly designed with longevity in mind without compromising on quality or style.

Debuting on MR PORTER from 19 February, with product dropping throughout the season, *Mr P.* continues to offer luxury seasonal staples across ready-to-wear, accessories and footwear. New and hero styles are updated with refined details and silhouettes, produced using the finest responsible fabrics and crafted with elevated construction techniques that complement each design. With elongating a garment's lifespan in mind, techniques used include Columbia stitching on jackets to reinforce linings and topstitching on trousers to provide added durability. From idea and initial sketch to fabric selection and production, *Mr P.* works with a trusted network of craftspeople to deliver collections with enduring style that are made to last.

As with previous collections, this season's vision derives from iconic cultural references and artistic figureheads. Drawing inspiration from the book *Take Ivy*, an assortment of candid photographs of students at Ivy League universities in the 1960s, the collection's design direction is reinforced through preppy influences such as varsity jackets, relaxed tailoring, checked shirts and jackets, knitted polo shirts and cardigans. Furthermore, the paintings and work of renowned American artist Ms Alice Neel served as inspiration for the collection's colour palette and use of print and texture. Hand-painted bespoke prints feature across shirts and swimwear, textural free-flowing stripes are found on shirting and polos, alongside cotton-terry fabric used for crochet-knit cardigans, T-shirts and polos.

Tailoring continues to be a huge focus this season, increasing the edit twice as much with the introduction of new elevated suiting for all summer occasions. Highlights include two crease-resistant suits ideal for travelling, a Japanese cotton and nylon-blend black suit with a relaxed crisp handle, a double-breasted wool-mohair suit in ecru alongside two wool, linen and silk-blend suits in a renowned Loro Piana fabric rendered in a khaki and electric-blue colourway. A range of double- and single-breasted linen suits round off the edit in a warm, neutral colour palette of pink, ecru, black and navy – the trousers are available in both a drawstring and flat-waistband finish, enabling customers to customise their looks.

Now one of the brand's best-selling categories driven by classic styles including Derby shoes and loafers, *Mr P.*'s footwear edit also expands this spring. For this season, *Mr P.* more than doubles its loafer offering by introducing a new range of easy slip-on and lace-up lightweight styles with deck and rubber graduated soles. Footwear highlights include the black and white Jacques loafer, suede sandals reimaged in ultra-fine padded suede, leather and suede-mix sneakers and Derby shoes – produced using leather and suede from certified tanneries.

The new collection builds upon *Mr P.*'s ongoing commitment to become fully aligned with the sustainability design guidelines set by YOOX NET-A-PORTER's Infinity strategy by 2025. The brand continues to make progress by prioritising more responsible materials and processes, such as localised production and limiting the use of blends where possible, to ensure items are more easily recyclable at the end of their life. Fabrics include traceable linen, certified cotton and wools, and leathers sourced from accredited tanneries. The pieces that meet these guidelines will sit within MR PORTER's Craftsmanship Code, a curated edit of brands and products championing craft, local communities, responsible manufacturing and sustainable materials. *Mr P.* also continues to embed Digital ID technology within its garments to encourage product circularity and transparency.

“Mr P. prides itself on being able to offer quality pieces that empower our customers to explore their own style with confidence, and the spring collection is no different. This season, we’ve focused and expanded Mr P.’s signature aesthetic of “dressed-down tailoring and dressed-up sportswear” to give our customers what they really love best. With some great transitional items, Mr P.’s sustainability journey is ever evolving. It’s hugely important to us that our collections make our customers look and feel good, and we know this starts at the beginning of a garment’s life – no one should have to compromise on style to dress responsibly.”

Mr Olie Arnold, Style Director, MR PORTER

“With more responsible materials and processes used within this collection, it’s been a lot of work behind the scenes to reach the increasingly high sustainability standards we set for Mr P. Our ambition is to constantly improve the brand, grow each season and make those important decisions so our customers can trust in us when taking a more conscious approach to their purchases. We are proud to be establishing the brand as a leader in this area for menswear.”

Ms Liza Canneford, Director of Private Labels, YOOX NET-A-PORTER GROUP

Mr P. will debut its high-summer collection from May 2024 onwards.

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

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

FOR MORE INFORMATION, PLEASE CONTACT:

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Editor’s Notes:

- *Mr P.* is designed by MR PORTER 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.
- *Mr P.* began piloting Digital ID technology, in partnership with EON, across its ready-to-wear garments in 2021. This has grown season upon season. The scannable QR codes give customers greater post-purchase information about their item’s fabrication, styling advice, and care guidance.
- Infinity is YOOX NET-A-PORTER’s 2030 strategy for a more sustainable, circular and inclusive future for luxury fashion. *Mr P.* is committed to become fully aligned by 2025. 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 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 170 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