



MR P. LAUNCHES ITS FIRST LEATHER BAG RANGE AND FURTHERS ITS SUSTAINABILITY JOURNEY FOR AUTUMN AND WINTER 2024

Mr P. is pleased to introduce its new collection for autumn/winter 2024, featuring the brand's first foray into luxury leather bags, all crafted with considered design details. Debuting on MR PORTER from 30 September, with products dropping throughout the season, the collection is designed with longevity in mind without compromising on quality or style, championing more responsible materials and processes than ever before.

As with previous collections, this season's vision derives from iconic cultural references and artistic figureheads. Drawing inspiration from Mr Joseph Szabo's *Teenage* photography series, the design direction for autumn/winter captures the spirit of the 1970s and 1980s youth in the US juxtaposed with British menswear dress codes. Highlights include suede bomber jackets and leather outerwear, relaxed tailoring, classic tuxedos, checked shirts and Jacquard knitwear. Furthermore, the fine art principle of Chiaroscuro, the balance of light and shade in a painting, serves as the inspiration for the collection's colour palette. Brown tones are paired with rich teals alongside deep oxblood red, natural taupe and graphic black-and-white patterns.

New for this season, *Mr P.* launches its first luxury leather bag collection, featuring four styles including a holdall, tote, briefcase and pouch. Each bag is crafted in Florence, Italy, with leathers sourced from environmentally accredited tanneries and available in a black colourway with silver branded detailing. Tailoring also continues to be a key focus, now one of *Mr P.*'s best-selling categories, with the eveningwear edit expanded for the upcoming party season. New highlights include a cream shawl-collar dinner jacket alongside a refined range of neck ties, bow ties and dress shirts.

The new collection builds upon *Mr P.*'s ongoing commitment to reduce its environmental impact by championing more responsible production processes and fabrics. From idea and initial sketch to fabric selection and manufacturing, *Mr P.* works with a trusted network of craftspeople to create pieces that are made to last. This season, a new cashmere and wool-blend capsule launches; each piece developed from raw fibre to final garment with one supplier in Inner Mongolia – offering full transparency at every stage of production. The cashmere range is available across 28 items including knitwear, coats, overshirts and accessories edit of hats, gloves and scarves. Additionally, for the first time, *Mr P.* introduces items made using deadstock *Mr P.* fabric, including an organic cotton-jersey cardigan and a corduroy baseball cap.

More than 80 per cent of the autumn/winter collection is fully aligned with sustainability guidelines set by YOOX NET-A-PORTER. *Mr P.* prioritises localised production methods and limiting the use of blends where possible, to ensure items are more easily recyclable, alongside the use of responsible fabrics such as certified cotton and wools, and leathers sourced from accredited tanneries. The brand also continues to embed Digital ID technology within its ready-to-wear garments, encouraging customers to have a long-lasting relationship with their items, by unlocking insights into design and provenance, and access to styling tips and care and repair services. These developments reflect the incremental progress that *Mr P.* has made season on season to improve its responsible design and manufacturing credentials.

“Mr P. is designed to make our customers look and feel good. We're delighted that this season we continue to do so, while also furthering our ongoing sustainability journey. Now ranked within the top five brands on MR PORTER, we are constantly seeking to innovate Mr P., whether that's through introducing new product categories or prioritising novel production techniques to progress the brand to be as relevant as it can be to our global customer base. This includes our ongoing commitment to

meet our customers' expectations for more responsible materials and production, featured within eight of the top 10 bestsellers from Mr P.'s spring/summer 2024 collection." **Ms Liza Canneford, Director of Private Labels, YOOX NET-A-PORTER GROUP**

Mr P. will debut its autumn winter collection from September 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 five 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, Consciously Crafted is MR PORTER's curated selection of products made by brands that make a positive contribution to their communities, while 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 Consciously Crafted. For more detail visit: mrporter.com/hub/craftmanship-code/

MR PORTER

MR PORTER is the men's luxury style destination. Since 2011, it has offered customers a curated catalogue of fashion, fine watches, grooming and lifestyle products from the world's most coveted designers. It delivers exceptional quality with private label, Mr P., and market-leading exclusive capsule collaborations with brand partners. MR PORTER creates unique experiences for its EIPs (Extremely Important People), with first access to products, a dedicated personal shopper and invitation-only benefits. Through content, it provides expert styling advice, immersive storytelling, and profiles inspiring men, places and products through its online magazine, *The Journal*.

Consciously Crafted, its responsible product curation, and circular fashion services MR PORTER RESELL and MR PORTER FIT & FIX, support customers to consider sustainability as they shop. MR PORTER Health In Mind, its long-standing initiative in partnership with Movember, raises awareness of men's mental and physical health.

MR PORTER offers worldwide shipping to more than 170 countries, luxurious packaging, easy returns and a 24/7 multilingual Customer Care Team.