

MR PORTER



Kingsman

MR PORTER AND MATTHEW VAUGHN LAUNCH THIRD KINGSMAN 'COSTUME TO COLLECTION' COLLABORATION

TIED TO FEBRUARY 2021'S *THE KING'S MAN*

(GLOBAL) 9 SEPTEMBER 2020 – MR PORTER, the award-winning online destination for men's style, and acclaimed filmmaker Matthew Vaughn, are pleased to launch the third 'costume to collection' collaboration of luxury menswear label, Kingsman, developed and inspired by the forthcoming 20th Century Studios film, *The King's Man*, directed by Matthew Vaughn, in theatres from 26 February, 2021.

The Kingsman collection is luxury tailoring and casual wear at its best, inspired by the manufacturing tradition of Savile Row and collaborated on with specialist British heritage brands. It is also one of MR PORTER's best-performing luxury brands, having first launched alongside Vaughn's 2015 blockbuster *Kingsman: The Secret Service* and has since delivered 12 commercial seasons to date. The second 'costume to collection' of Kingsman launched in 2017 with Vaughn's follow-up film *Kingsman: The Golden Circle*; the upcoming *The King's Man* 'costume to collection' will mark the 13th season in this collaboration.

In *The King's Man*, history's worst tyrants and criminal masterminds gather together to plot a war to wipe out millions; one man must race against time to stop them. This latest installment introduces new cast members Mr Ralph Fiennes, Ms Gemma Arterton and Messrs Rhys Ifans, Matthew Goode, Tom Hollander, Harris Dickinson, Daniel Brühl, Djimon Hounsou and Charles Dance.

The costumes in *The King's Man* reflect the timeless style and functionality of tailoring and military wear from the film's period, set during WW1, with silhouettes and styles made relevant for contemporary dress. As **Director Matthew Vaughn** says, "Classic tailoring is hard to beat and we wanted to illustrate that no matter what decade you are in, if you step into Kingsman, you will come out looking great. For the latest 'costume to collection,' we embraced the time-honored materials and heavier weaves of the era, which often hang so much better than modern fabrics. We also incorporated luxury casual wear pieces that embrace the same Kingsman sophistication, but in more everyday, wearable styles."

Comprising of 170 pieces in total, this Kingsman collection has been co-created with award-winning costume designer Michele Clapton and will launch on 9 September, followed by a second, edited drop of *The King's Man* 'costume to collection' in line with the film's theatrical release on 26 February 2021.

Many of the original Kingsman categories and partner brands feature within the collection, including: **Kingsman** original tailoring and knitwear; **Turnbull & Asser** shirting; **Cutler & Gross** eyewear; **George Cleverley** shoes; **Drake's** ties and pocket squares; **London Undercover** umbrellas; **Deakin & Francis** cufflinks and small accessories; **Corgi** socks; **William Lockie** knitwear; **Lock & Co. Hatters**; **Higgs & Crick** glassware and desk accessories by **Smythson of Bond Street**. Additionally, MR PORTER will debut new products and partner brands including a writing instrument from **Montblanc** and a limited-edition timepiece from **Jaeger-LeCoultre**, exclusive to MR PORTER from July through to the end of September.

Ms Michele Clapton, Costume Designer, says: "I'm thrilled to have worked with Matthew and the MR PORTER team in incorporating the costumes into viable men's wear pieces that look as appropriate in the film's period, as they do in contemporary settings. There's a great tradition to the 'costume to collection' of Kingsman, first realized and founded by my contemporary and friend Arianne Phillips in the first two films. I'm proud to move forward the tradition, while taking the Kingsman story back to its origins."

Mr Sam Kershaw, Buying Director, MR PORTER says, "With *The King's Man*, we've had an opportunity to play with new categories and styles that fit quite naturally alongside the modern tailoring and luxury wear of the Kingsman

brand. With each new film, we have grown the collection in novel and organic ways, partnering with new and existing brands and are thrilled with the result. We can't wait to see our customer response when the latest collection launches on MR PORTER in September, through to the film's release in February.'

MR PORTER will launch the latest collection on 9 September with an exclusive sartorial trailer of *The King's Man*, a stylish teaser to the film's 26 February release. The second drop of the 'costume to collection' will debut on MR PORTER in February 2021 and will be tied to integrated, consumer campaigns and activations that will bring fans special access to *The King's Man* engagement opportunities around the world.

To view the latest season of Kingsman on MR PORTER alongside original 'costume to collection' core pieces, visit: <https://www.mrporter.com/en-us/mens/designer/kingsman>.

FOR MORE INFORMATION, PLEASE CONTACT:

ELLIE.WEATHERSEED@MRPORTER.COM

ABOUT MR PORTER

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own label *Mr P*.

MR PORTER produces unmatched digital and printed content across its shoppable online magazine, *The Journal*, and its bi-monthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded *MR PORTER Health In Mind*, a content and fundraising initiative in partnership with Movember, developed to raise awareness around men's mental and physical health.

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 across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

MR PORTER is a part of the YOOX NET-A-PORTER Group – the world leader in online luxury and fashion that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations. The Group has more than 4.3 million high-spending active customers globally. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by 20 years of insights into the modern luxury shopper.

For more information about MR PORTER and the YOOX NET-A-PORTER Group, visit www.mrporter.com and www.ynap.com.

Instagram: @mrporterlive / Facebook: mrporterlive / Twitter: @MRPORTERLIVE / Wechat: MRPORTERLIVE / YouTube: MRPORTER

ABOUT THE KING'S MAN

As a collection of history's worst tyrants and criminal masterminds gather to plot a war to wipe out millions, one man must race against time to stop them. Discover the origins of the very first independent intelligence agency in "The King's Man."

"The King's Man" is directed by Matthew Vaughn and stars Ralph Fiennes, Gemma Arterton, Rhys Ifans, Matthew Goode, Tom Hollander, Harris Dickinson, Daniel Brühl, with Djimon Hounsou, and Charles Dance.

Matthew Vaughn, David Reid and Adam Bohling are the producers, and Mark Millar, Dave Gibbons, Stephen Marks, Claudia Vaughn and Ralph Fiennes serve as executive producers. "The King's Man" is based on the comic book "The Secret Service" by Mark Millar and Dave Gibbons, and the story is by Matthew Vaughn and the screenplay is by Matthew Vaughn & Karl Gajdusek.

"The King's Man" opens in U.S. theaters on February 26 2021.

ABOUT MATTHEW VAUGHN

Matthew Vaughn/ MARV specialises in genre-redefining films. His films have garnered over \$2.6 billion at the global box office, making him one of Britain's most successful and critically acclaimed independent filmmakers.

Vaughn began his career as producer with Guy Ritchie's *Lock, Stock and Two Smoking Barrels* and *Snatch*, which starred Brad Pitt. Vaughn debuted as a director with the crime thriller *Layer Cake*, starring Daniel Craig. Vaughn then directed, produced and co-wrote *Stardust* with his writing partner Jane Goldman, starring Robert De Niro and Michelle Pfeiffer. In 2009, he produced action-thriller *Harry Brown*, which starred Michael Caine.

2010 saw Vaughn producing and co-writing *The Debt*, which starred Helen Mirren and Sam Worthington, and directing, producing and co-writing *Kick-Ass*. In 2011 Vaughn co-wrote and directed the 20th Century Fox prequel *X-Men: First Class*, a box office and critical hit which re-invigorated the popular series. He continued his involvement in the series by co-writing 2014's *X-Men: Days of Future Past*.

2014 also saw the debut of the hit global KINGSMAN series, beginning with *Kingsman: The Secret Service* and its follow-up *Kingsman: The Golden Circle* in September 2017. Both films were co-written and directed by Vaughn and produced by MARV. In 2016, Vaughn produced *Eddie the Eagle*, directed by Dexter Fletcher and starring Taron Egerton and Hugh Jackman.

The prequel to the Kingsman franchise, *The King's Man*, releases worldwide in **February 2021**, again co-written and directed by Vaughn and produced by MARV.

As part of the Kingsman universe, Vaughn created and oversees the ground-breaking luxury lifestyle brand KINGSMAN, with several global retail partnerships. These include the successful Kingsman menswear and accessories collection with Mr Porter, The Statesman and The Glendronach alcohol partnerships with Brown-Forman, and unique collaborations with watchmakers Jaeger LeCoultre, Montblanc, Cutler & Gross and many others.

In 2019 MARV and Rocket Pictures released *Rocketman*, directed by Dexter Fletcher and starring Taron Egerton.