



MR PORTER HEALTH IN MIND CELEBRATES FIRST ANNIVERSARY AND WORLD MENTAL HEALTH DAY WITH #TIMEwithHIM CAMPAIGN

(GLOBAL) 5 OCTOBER 2020 – Today, MR PORTER, the award-winning online destination for men’s style, begins a week-long celebration of **MR PORTER Health In Mind**. Developed in partnership with Movember, MR PORTER’s content and fundraising initiative launched in July 2019, with its namesake fund following in October 2019. **MR PORTER Health In Mind** aims to help men lead happier, healthier and more fulfilling lives, by providing informative, inspiring and empowering content across MR PORTER’s editorial and social platforms, while raising funds with exclusive product capsules and events that support Movember’s ongoing work on men’s mental and physical health.

To celebrate the Fund’s anniversary, from **Monday 5 October** and culminating on **World Mental Health Day** on **Saturday 10 October**, MR PORTER will activate **#TIMEwithHIM**, a global social-first campaign developed to spotlight the fundamental importance of mental health, celebrate the power of friendship and provide MR PORTER’s and Movember’s communities with tools to draw upon in their everyday lives.

The **#TIMEwithHIM** campaign will encourage MR PORTER’s network of Health In Mind contributors, Style Council Members, brands, and global audiences to participate by spreading the message and sharing MR PORTER’s [Instagram posts](#) throughout the week, while organising to spend **#TIMEwithHIM**, whether it’s a FaceTime, a beer or a jog with a friend – the choice is theirs. People are further encouraged to donate £10/\$10/€10 to the **MR PORTER Health In Mind Fund powered by Movember** as a way to support the charity’s leading work on men’s mental and physical health.

As friendship remains an enduring theme of MR PORTER Health In Mind, MR PORTER’s *The Journal* and Instagram channel will play host to several leading stories and online discussions that explore friendship and the vital role it plays in our mental health.

- ***The Heroes Of The Pandemic*** – a portfolio of scientists, doctors, and paramedics from across the world talk candidly about the most challenging period of their careers, how they have coped and who they have talked to in order to combat their isolation and fear

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- **33 Ways To Be A Better Friend** – expert tips on how to spot the signs a friend is struggling, how to listen, how to get a friend to open up, how important is to be persistent, and much more besides
- An **exclusive essay** from award-winning author **Mr Andrew O’Hagan** on the male friendship that inspired his acclaimed new novel *Mayflies*
- **The Friend That Means Most To Me:** MR PORTER’s staff from around the world pay tribute to the friends who have always been there for them
- **Our Friendship:** Menswear insider Josh Peskowitz and stylist Eugene Tong discuss their long friendship and careers in menswear

On MR PORTER’s Instagram channel ([@mrporterlive](#)), live events include:

- **What is MR PORTER Health In Mind?** - hosted by Mr Dan Davies, MR PORTER Editorial Director, with guest Mr Justin Coghlan, Movember’s co-founder
- **It’s OK Not To Be OK** – Mr Leon Cerrone, from our recent [Rapha + MR PORTER Health In Mind](#) story, discusses his personal struggle with mental health

Last but not least, MR PORTER has curated a selection of more than **140** products from more than **80** brands – **TOM FORD, NIKE** and **Mr P.**, alongside existing MR PORTER Health In Mind exclusives such as **Rapha + MR PORTER Health In Mind** cycling jerseys, **The MR PORTER’s Guide To A Better Day** book). Profits* from the sale of these items from 5-10 October will be donated to the **MR PORTER Health In Mind Fund powered by Movember**. Each product is green – Health In Mind’s signature colour.

For more information visit the [MR PORTER HEALTH IN MIND Hub](#)

“Over the past few months, 81 per cent of MR PORTER customers have been focusing on mindfulness and well-being – and with the launch of MR PORTER Health In Mind this time last year, I can’t think of a more pertinent time or moment for us to continue our mission in raising both awareness and funds for men’s mental health across our platform and to our global audience. We’re thrilled by the work we’ve committed to thus far, with recent launches of Rapha + MR PORTER Health In Mind, and we’re excited to be carrying the conversation further with #TIMEwithHIM around World Mental Health Day on 10 October.”

Ms Fiona Firth, Managing Director, MR PORTER

“Last year saw the launch of a unique partnership and first-of-its-kind fund, MR PORTER’s Health In Mind, established to address male specific mental and physical health issues on a global scale. Just one year in and we’ve already seen more than 60 content pieces, crafted in collaboration with MR PORTER and Movember’s network of experts, designed to drive positive behaviour change

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within our combined community and beyond. In addition, through editorial, fundraising events and exclusive product collaborations with genuine purpose, as well as some incredible storytelling, we have a real opportunity to change lives.

“With one in six men admitting that they have felt lonely since the beginning of the pandemic, we know they are hungry for connection and are in need of support and social cohesion.

#TIMEwithHIM provides another great moment, platform and rallying point to address these issues while empowering people with practical tools and advice that enable them to have better, more meaningful conversations with the men they care about.

“It has been exciting to see so much happen within the space of one year. Looking forward to the many seasons ahead, building the Movember and MR PORTER’s Health In Mind platform for men to stay connected, create conversation and know it’s OK not to be OK.”

Mr Justin Coghlan, co-founder, The Movember Foundation

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 labels Mr P. and Kingsman.

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 part of YOOX NET-A-PORTER GROUP. Follow @MRPORTER: Instagram/Facebook/Twitter/WeChat/YouTube

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

ABOUT MOVEMBER

Movember is the leading charity changing the face of men's health on a global scale, focusing on mental health and suicide prevention, prostate cancer and testicular cancer.

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The charity raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund more than 1,250 projects around the world.

In addition to tackling key health issues faced by men, Movember is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The charity's vision is to have an everlasting impact on the face of men's health. To donate or learn more, please visit movember.com

* "Profits" means the sale price of the product less any applicable sales tax and/or duties, the original cost of the product, and any associated inbound taxes, duties and shipping charges. For more information visit [MR PORTER Health In Mind](#).