



## **MR PORTER LAUNCHES FIRST MR PORTER HEALTH IN MIND EXCLUSIVE SPORT CAPSULE WITH RAPHA**

**(GLOBAL) – 17 AUGUST 2020 - MR PORTER**, the award-winning global online destination for men's style, and leading cycling lifestyle brand **Rapha** announce the upcoming launch of an exclusive sport capsule dedicated to raising awareness, funds and community engagement in support of MR PORTER Health In Mind, a fundraising and content initiative in partnership with leading men's health charity Movember.

On **17 August**, **three** exclusive **MR PORTER Health In Mind x Rapha** cycling jerseys will launch on MR PORTER, with designs inspired by Rapha's archive catalogue and produced in MR PORTER Health In Mind's signature green colourway. Each cycling jersey will cost £135/\$165/€150 and feature a unique MR PORTER Health In Mind label; net-profits\* from the sale of each jersey will be donated to the MR PORTER's Health In Mind Fund, powered by Movember, which supports Movember's men's mental and physical health initiatives around the world.

To celebrate the launch of this exclusive Rapha capsule, MR PORTER has produced a dedicated story and short film starring two friends, Messrs Leon Cerrone and George Marshall, who discuss how their friendship was forged through a shared passion for cycling and how that friendship was instrumental in saving Mr Cerrone when he hit rock bottom. The story will debut on **20 August** in MR PORTER's online magazine, *The Journal*.

From **22 August**, MR PORTER's Instagram account ([@mrporterlive](https://www.instagram.com/mrporterlive)) will also host the *Friends of MR PORTER Cycling Club*. Set to feature a curated group of MR PORTER Health In Mind x Rapha influencers who will share their love of cycling while highlighting the importance of having a strong support network, this new social initiative is designed to reinforce the message of friendship and camaraderie at the heart of MR PORTER's Health In Mind. The *Friends of MR PORTER Cycling Club* will also live on each of the influencers' own channels.

*"We're excited to launch the exclusive MR PORTER Health In Mind x Rapha capsule to support our ongoing work around men's mental and physical health. With MR PORTER Health In Mind, we not only aim to create product we love, in which net profits support our charity partner Movember, but to spotlight and role model healthy behaviour, that engages our community and develops conversations around mental and physical health. We're proud to bring this MR PORTER x Rapha collection to our shared audiences around the globe."*

**Mr Daniel Todd, Buying Manager, MR PORTER**

*“I’m delighted that we are working with MR PORTER on this capsule for Health in Mind. I’ve cycled every day for more than 30 years and the main reason I have kept riding is that it keeps me centred and grounded, helping me make sense of the world and the challenges that are thrown at me. Cycling really is the best form of daily therapy for me, which is why I am so passionate about getting more people on bikes.”*

**Mr Simon Mottram, founder, Rapha**

*“Over the past few months, we’ve seen more and more men turn to cycling as a way to improve their physical fitness as well as their mental health and wellbeing. There’s a passionate cycling community out there and we want riders to help us by doing what they enjoy the most, but this time united behind a cause. Globally, one man takes his own life every minute, and the funds raised with this collaboration will go to the MR PORTER Health In Mind Fund powered by us at Movember, enabling us to continue to tackle the issues that so many men face.”*

**Mr Justin Coughlin, co-founder, Movember**

Click to learn more about [MR PORTER Health In Mind](#)

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### **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 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](http://www.mrporter.com) and [www.ynap.com](http://www.ynap.com)

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

### **About Rapha**

Rapha was established in 2004 to address a need for stylish, high-performance cycling clothing. It now provides products for every cyclist and continues to push the boundaries of innovation in cycle wear. Alongside this, Rapha has cultivated a global community of passionate riders who come together as members of the Rapha Cycling Club (RCC), the largest club of its kind in the world. Rapha's retail model and unique brand values come to life in its many rides and events and global network of Clubhouses that combine retail, cafés and cycling culture all under the same roof.

### **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.

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 over 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](http://Movember.com).

*\*100% of the profits\* from the sale of this product will be donated to the MR PORTER Health In Mind Fund powered by Movember, a charitable fund supporting men's health causes around the world. The Movember Foundation is a registered charity in England and Wales (charity number 1137948).*

*\*\*"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 [www.mrporter.com/en-gb/hub/health-in-mind/](http://www.mrporter.com/en-gb/hub/health-in-mind/).*