

EMBARGOED UNTIL 8.00am GMT DECEMBER 10 2021

MR PORTER



10 YEARS, 10 WATCHMAKERS: THE ANNIVERSARY COLLECTION

**MR PORTER PARTNERS WITH 10 PRESTIGIOUS WATCH BRANDS TO
CREATE A ONE-OF-KIND EXCLUSIVE COLLECTION TO CELEBRATE ITS 10TH
ANNIVERSARY**

(GLOBAL) 10 DECEMBER 2021 – To mark the first decade as the leading, global destination for men’s style, MR PORTER has partnered with 10 global watch brands to curate unique pieces and narrative around the number “10”. MR PORTER worked alongside Baume & Mercier, Bell & Ross, Cartier, IWC Schaffhausen, Jaeger-LeCoultre, Oris, Panerai, Ressence, Roger Dubuis, and Vacheron Constantin to produce this symbolic and highly collectable collection.

Jaeger-LeCoultre and Vacheron Constantin have both expanded their narrative from a single model to a wider series. Jaeger-LeCoultre has taken the iconic Reverso and created exclusive

EMBARGOED UNTIL 8.00am GMT DECEMBER 10 2021

MR PORTER

engraved pieces across five cities around the world – Hong Kong, London, Milan, New York, and Paris. Vacheron Constantin has delved into its Les Collectionneurs archive to source 10 vintage pieces across its Overseas, Prestige de la France, 2215 and 222 models among others, to curate a unique collection especially for MR PORTER's 10th anniversary. Each watch has been carefully restored by Vacheron Constantin's dedicated restoration master watchmakers.

Alongside the watch collection, London-based accessories brand Rapport have created an exclusive leather single-watch case, with '10' stamped in gold on each side.

Watch Collection Price Range

£2,840 / €3,200 / \$3,250 to £139,000 / €161,000 / \$158,000

The collection launches exclusively from 08.00am GMT on Friday, 10 December.

Readers will be able to enjoy a detailed review of each watch, featured within MR PORTER's digital magazine *The Journal* from 10 December.

MR PORTER first launched its luxury watches category in 2013, being one of the first global e-commerce only platforms to do so. Fast forward eight years to 2021, the category has expanded to 28 prestigious watch and clock brands and 12 accessories brands, with collaborations on more than 25 unique pieces across 15 brands. Not only can you seamlessly shop the world's best watch brands, customers can browse and purchase from more than 550 fashion, footwear and lifestyle brands, all from the convenience and security of their device – no other men's e-commerce retailer provides such a service.

“We are thrilled to end our 10th Anniversary celebrations with such a unique blend of timepieces, all exclusively for MR PORTER. Throughout this year, we have focused on craftsmanship and discoverability, bringing our customers a highly curated mix of product and brands which embody these pillars. Our 10th Anniversary Watch Collection is a perfect example, showcasing both small and larger manufacturers, each with an individual story to tell. From starting with one brand to almost 30, MR PORTER has grown into a leading e-commerce watch retailer, where our customers can shop over for their new timepiece alongside over 550 other brands, and provided with the best-in-class convenience, service, product variety and customer experience.”

Ms Fiona Firth, Managing Director, MR PORTER

EMBARGOED UNTIL 8.00am GMT DECEMBER 10 2021

MR PORTER

[CLICK TO VIEW MR PORTER 10th ANNIVERSARY WATCH COLLECTION](#)

FOR PRESS AND COMMENTARY ENQUIRIES, PLEASE CONTACT

Mr Mark Blundell | mark.blundell@mrporter.com

Notes to Editor: MR PORTER Watch Customer and Category

Where do our customers shop the most?

US, UK and Hong Kong followed by strong growth in the Middle East.

Which watch brands do our customers shop the most?

Vacheron Constantin, IWC Schaffhausen and Panerai all perform strongly, however, we have seen hypergrowth from our independent brands, including H. Moser & Cie., Bovet and Ressence, during 2021. Rapport London and WOLF are the strongest watch accessory brands.

Which style of watch do our customers buy?

When MR PORTER first launched luxury watches in 2013, aviation watches were the bestsellers. This has changed more so to dress watches, closely followed by sports watches, in 2021. Data shows a strong growth in sales across coloured dials, particularly across Cartier, H.Moser & Cie. and Ressence.

What else do our luxury watch customers buy at MR PORTER?

Our global customers shop mainly across MR PORTER's luxury and designer categories, with contemporary brands growing in share. Brands include TOM FORD, Brunello Cucinelli and Nike, alongside MR PORTER's own label *Mr P*.

What exclusive watch collections have MR PORTER worked on in the past?

Before our 10th Anniversary collection, MR PORTER had teamed with 12 brands to create exclusive timepieces. This has included three watches specially designed for the blockbuster film franchise *Kingsman*, with the latest release, *The King's Man*, featuring a Jaeger-LeCoultre Master Ultra-Thin Kingsman Knife Watch.

MR PORTER

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 multilingual 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.

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

Follow: Instagram [@mrporter](https://www.instagram.com/mrporter) and [@mrporterwatches](https://www.instagram.com/mrporterwatches) / Twitter [@mrporterlive](https://twitter.com/mrporterlive) / Facebook [mrporterlive](https://www.facebook.com/mrporterlive) / YouTube [mrporter](https://www.youtube.com/mrporter) / Kakao [MR PORTER 미스터포터](https://www.kakao.com/mrporter)