

MR PORTER FUTURES

IN PARTNERSHIP WITH KLARNA

ANNOUNCING THE MR PORTER FUTURES DESIGNERS

16 September 2021 (GLOBAL) – MR PORTER, the world's leading destination for men's style, is proud to announce the three successful menswear designers who will take part in the inaugural MR PORTER FUTURES global designer mentorship programme in partnership with Klarna.

Each designer will receive the opportunity to build their own brand, design and produce a minimum 15-piece responsible collection to launch on MR PORTER, receive a 12-month bespoke high-level business incubation programme, coaching sessions from leading industry mentors and 50 per cent of the *Net Profits** generated from the sales of their collection on MR PORTER for 12 months.

Klarna will also donate a £10,000 award to each designer or design duo to help establish and grow their business following the programme. This follows Klarna's ongoing commitment to small businesses across the UK which saw the company launch a £3m support package and accelerator programme to help small businesses recover and grow post the pandemic in July.

Selected from thousands of entries from 77 countries around the world, the final designers include:

Ms Kat Tua

Originally from New Zealand and now residing in Sydney, Australia, Tua has a decade's worth of experience working as a product developer and designer for various fashion retailers. Keen to pursue a career as a solo designer, Tua quit her job at the end of 2020 to focus on developing her own range. The Mentor Selection Committee were highly impressed with Tua's response to the design brief, which references her Maori heritage and takes inspiration from cultural movements in New Zealand in the 1970s.

Mr Saif Ud Deen

A recent Fashion Design graduate from the University of Salford, based in Manchester, UK, Ud Deen is eager to establish his own brand and learn more about the business side of the industry. A practising Muslim and third-generation British Pakistani, Ud Deen's design work takes inspiration from his own lived experience. His concept, which explores the relationship between traditional Islamic attire and streetwear, caught the eye of the Mentor Selection Committee, who were impressed by its unique perspective on contemporary men's style.

Messrs Ryan Edmonds and Julian Canda

A design duo from Oregon, US, Edmonds and Canda met prior to the pandemic and have since collaborated on a joint project from their studio space in Portland. Edmonds and Canda's concept, which takes inspiration from the natural world and garden, has a strong focus on craftsmanship through functional silhouettes and natural fabrics. The Mentor Selection Committee were excited by the duo's attention to detail, their skillful application of classic tailoring techniques and the commercial potential of their designs.

The designers will undergo a year-long programme of in-person and remote workshops and one-to-one coaching, benefiting from access to leading mentors in the fashion industry alongside MR PORTER's in-house team of buyers, designers, and creative and marketing experts. Beyond the mentoring and coaching, each designer will gain the essential marketing and retail skills required to build successful, standalone brands in an increasingly competitive marketplace, while also designing, developing and delivering their very

own responsible collections, through the support of the team behind *Mr P.*, MR PORTER's own-label, and consultancy Create Sustain. The collections will be made globally available on MR PORTER in September 2022.

The goal of MR PORTER FUTURES is to discover original voices, lift new talent and introduce them on a global stage. Applicants were not required to have any previous design experience, were drawn from an international pool and selected through an initial anonymous application review process. MR PORTER FUTURES aims to identify and nurture new design talent from outside the fashion mainstream and break down the barriers to luxury fashion. MR PORTER FUTURES is generously supported by Klarna.

"We are overwhelmed with the quantity and quality of applications received for our foundational year of MR PORTER FUTURES – it has been amazing to witness what great, untapped talent there is around the world. We are excited to be working with Kat, Saif, Julian and Ryan – all of whom impressed the Mentor Selection Committee with their vision, designs and determination to shape their experience and deliver environmental and socially positive collections. We know that each designer has a bright future ahead of them and we're thrilled to be able to play a part in their journey by propelling them onto MR PORTER's global stage." - **Mr Sam Kershaw, Buying Director, MR PORTER**

"It's been such a pleasure being part of the inaugural MR PORTER FUTURES mentorship programme to support designers championing sustainability with such vision. At Klarna, we are passionate about protecting the planet, and want to champion design talent creating positive change, which is particularly challenging in a post-pandemic world. We can't wait to work with the designers and to see their final collections." - **Mr AJ Coyne, Head of Global Brand and Creative, Klarna**

This year's Mentor Selection Committee includes **Mr Nicholas Daley**, menswear designer and founder of Nicholas Daley; **Ms Julie Ragolia**, brand consultant, stylist and MR PORTER contributor; **Mr Tatsuo Hino**, director of BEAMS & CO and MR PORTER Style Council member; **Mr Reese Cooper**, designer, founder and creative director of Reese Cooper®; **Ms Judith Tolley**, business and leadership coach for creative founders; **Mr Olie Arnold**, MR PORTER Style Director, and **Mr Sam Kershaw**, MR PORTER Buying Director. The Mentors will continue to coach the designers throughout the year-long programme.

MR PORTER FUTURES is an annual, ongoing programme where new talent will be nurtured and developed for introduction across MR PORTER's global platform, which serves more than 180 countries, and delivers more than 550 brands across luxury, ready-to-wear, luxury watches, sport, grooming and lifestyle.

Applications for next year's MR PORTER FUTURES programme will open in March 2022. For more details and for directions to apply, please visit www.mrporter.com/futures

FOR MORE INFORMATION, PLEASE CONTACT:

Ms Ellie Weatherseed | ellie.weatherseed@mrporter.com | +44 (0)7586 592532

**Net Profits means the sale price of the product less operational, manufacturing and production costs, landing costs, including transportation fees, customs, duties, taxes, handling, packaging and payment fees.*

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.

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

About Klarna.

With over 90 million global active users and 2 million transactions a day, Klarna is meeting the changing demands of consumers who want to shop, pay and bank on one intuitive platform and with one trusted brand. Over 250,000 global retail partners, including H&M, Saks, Sephora, Macys, IKEA, Expedia Group, Samsung, ASOS, Peloton, Ralph Lauren, Abercrombie & Fitch, Nike and Shein have enabled Klarna's innovative shopping experience online and in-store.

Klarna is one of the most highly valued private fintechs globally with a valuation of \$45.6 billion. Klarna was founded in 2005, has over 4,000 employees and is active in 17 markets. Klarna has been backed by Sequoia Capital since 2010 and more recently, SilverLake, Dragoneer, Bestseller Group, Permira, Ant Group, HMI Capital, TCV, NorthZone, Commonwealth Bank of Australia, Merian Chrysalis Investment Company Limited, funds and accounts managed by BlackRock amongst others.

Klarna is committed to being a sustainable business and in June 2021 became the first fintech to sign the Climate Pledge and join the Race to Zero Campaign. As part of Klarna's sustainability initiative GiveOne, 1% of its funding goes to causes supporting the planet. For more information visit klarna.com.