



**MR PORTER HEALTH IN MIND CELEBRATES ITS SECOND ANNIVERSARY
AND WORLD MENTAL HEALTH DAY WITH GO OUT CAMPAIGN AND
CAPSULE COLLECTION**

(GLOBAL) OCTOBER 2021 – **MR PORTER**, the award-winning online destination for men's style, begins a 10-day celebration of **MR PORTER Health In Mind** and **World Mental Health Day** with a dedicated social and content-first campaign and 31-brand capsule collection inspired by the great outdoors – aptly named **Go Out**.

Following on from the success of last year's **#TIMEWITHHIM** campaign, from **Friday 8 October** and culminating on **Sunday 17 October**, MR PORTER will activate **#MRPORTERGoOut** across its social and editorial channels. The campaign has been created to focus on the importance of men's mental and physical health, the value of wellness and the power of friendship.

To celebrate **World Mental Health Day** on **Sunday 10 October**, a key date in the **#MRPORTERGoOut** campaign, we will be encouraging our audiences to meet up with friends or family, go for a walk, jog, cycle, hike, surf, paddleboard or skateboard – and breathe in the joys of the great outdoors on the weekend of **9 and 10 October**. This could be a favourite route or a new adventure. Anyone can join and drive the conversation by tagging **#MRPORTERGoOut**.

From **Monday 11 October**, MR PORTER will drop a curated Go Out capsule collection from the world's best outdoor and lifestyle brands. It will showcase more than **350** products from **31** brands such as The North Face, Patagonia, Snow Peak, Aztech Mountain and Heimplanet, including **8** new brands such as Klättermusen, Helinox, Norbit by Hiroshi Nozawa and Epperson Mountaineering. **39 pieces** from the collection are fully exclusive to MR PORTER. Profits* from the sale of these items from Monday 11 October to Sunday 31 October will be donate to the **MR PORTER Health In Mind Fund powered by Movember**.

MR PORTER's [*The Journal*](#) will feature four personal stories that explore the enduring and pivotal role male friendship plays and how it supports mental and physical health, by driving conversation and sharing experiences. We searched the globe for stories of friendship and the Go Out spirit and found them everywhere from tending allotments in London to hiking across Norway, urban rambling in Tokyo and fishing in New York.



People are encouraged to donate what they can to the MR PORTER Health In Mind Fund powered by Movember as a way to support the charity's work and initiatives on men's mental and physical health. The Fund recently supported the development of a mental health and wellbeing app for Fathers Network Scotland, a Glasgow-based charity that offers support to fathers dealing with the breakdown of a relationship or the loss of a child.

Read more here: ["Men Need More Help" – Why We're Funding An App For Fathers Network Scotland](#)

**For more information visit the [MR PORTER HEALTH IN MIND](#) hub
and shop the [GO OUT COLLECTION](#)**

"Go Out couldn't be more pertinent for this year's campaign. We are celebrating the great outdoors and the power of friendship that many of us longed for in recent times and came to appreciate so much more. Our aim is to inspire, educate and drive awareness of the highs and lows men face today in a busy, modern era, with their mental and physical health being at the core. MR PORTER Health In Mind continues to drive this vital conversation through its digital platforms and ongoing partnership with Movember and, with the support of our brands, contributors, networks and global audiences, we can propel change. #MRPORTERGoOut will support this by raising crucial funds through our curated capsule collection and direct donations to the Health In Mind Fund, alongside creating conversations to inspire men to lead healthier, happier and more fulfilling lives. Working together, we can really make a difference."

Ms Fiona Firth, Managing Director, MR PORTER

"We are delighted to have MR PORTER back again supporting Movember through their Health In Mind initiative. Their fantastic Go Out Campaign is encouraging men around the world to go out to spend quality time with their mates and ultimately, help men live happier, healthier and longer lives."

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, 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.

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.

* "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.