

MR PORTER

MR PORTER LAUNCHES EXCLUSIVE TOM FORD CAPSULE COLLECTION FOR SUMMER 2021

14 JUNE 2021 – MR PORTER, the global online retail destination for men’s style, and luxury menswear brand **Tom Ford**, are pleased to partner and launch an exclusive capsule collection for summer 2021.

Beginning 14 June, MR PORTER will debut a 54 piece collection of ready-to-wear and accessories designed with Mr Tom Ford’s elevated and modern approach to menswear exhibited throughout. Drawing inspiration from 1970s Los Angeles and featuring vibrant colours and retro floral prints, the collection depicts Mr Ford’s optimistic vision for a time free from travel restrictions while celebrating the simple act – and joy – of dressing for a holiday.

The collection spans 34 ready-to-wear pieces, four swimshorts, eight shoes, two belts, four eyewear styles, one bag and one watch – all encapsulating a versatile wardrobe that transcends a day on holiday, from a morning swim through an afternoon poolside in relaxed, luxurious loungewear to an evening in cocktail attire. As travel becomes possible again, this is the wardrobe to pack. Standout pieces include the **graphic poppy-printed silk robe**, the **floral-printed silk pyjama trousers**, the **light blue silk and linen suit**, the **woven leather espadrilles** and the **Ocean Plastic Timepiece** with a new pink watch strap, fully exclusive to MR PORTER for four weeks from launch.

“We are thrilled to be partnering with Tom Ford on yet another exclusive capsule collection, this time with a fun, vibrant and all-encompassing wardrobe for the summer months ahead. As Tom Ford remains a favourite brand with our global customers, we’re excited for them to embrace this latest collection as they enjoy their newfound freedom and begin packing for their next destination.”

Mr Sam Kershaw, Buying Director, MR PORTER

MR PORTER will celebrate the exclusive Tom Ford collection with a global campaign across MR PORTER’s marketing and editorial channels from 14 June onwards, along with a dedicated interview with Mr Ford in *The Journal*.

FOR MORE INFORMATION, PLEASE CONTACT:

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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 bimonthly 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.

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

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TOM FORD

In April 2005, Tom Ford announced the creation of the TOM FORD brand. Ford was joined in this venture by former Gucci Group President and Chief Executive Officer Domenico De Sole, who serves as Chairman of the company. In that same year, Ford announced his partnership with Marcolin Group to produce and distribute optical frames and sunglasses, as well as an alliance with The Estée Lauder Companies to create the TOM FORD beauty brand. In April 2007, his first directly owned flagship store opened in New York on Madison Avenue and coincided with the debut of the TOM FORD menswear and

accessory collections. In September 2010, during an intimate presentation at his Madison Avenue flagship, Ford presented his much-anticipated womenswear collection. In February 2018, Ford debuted TOM FORD timepieces and the much anticipated underwear collection for the first time on the runway. Today, the brand offers a complete collection of Menswear, Womenswear, Accessories, Eyewear, Beauty and most recently underwear and timepieces. Presently there are over 100 freestanding TOM FORD stores and shop-in-shops in locations such as: London, Milan, Zurich, Munich, New York, Toronto, Beverly Hills, Puerto Banus, Moscow, Osaka, Atlanta, Las Vegas, Baku, Dubai, Tokyo, Seoul, Montreal, San Francisco, Paris, Hong Kong, Shanghai, New Delhi, Macau, Chengdu, Xian, Beijing, Doha, Kuwait City, Abu Dhabi, Riyadh and Sydney.