

# MR PORTER

*Launches "A New World of Gifts" Holiday Campaign*



**29 October 2021 (Global) – MR PORTER**, the award-winning online destination for men’s style, is pleased to debut its holiday campaign entitled **“A New World of Gifts”**.

The globally integrated marketing campaign invites MR PORTER customers to a spectacular virtual event, inspired by the Worlds’ Fairs of the 20th century, through a series of utopian environments celebrating the brand’s unmatched offering of the world’s most stylish and well-curated gifts. Showcasing endorsements for sought-after gifts of the season, each utopia focuses on MR PORTER’s wide product offering from menswear to luxury watches and fine jewellery to lifestyle and accessories. Highlights from the utopias include:

### ***Panoramic penthouse***

*A light-filled urban oasis with incredible city views filled with luxury watches from **Cartier, Chopard, Girard-Perregaux, Jaeger-LeCoultre, and Ulysse Nardin** and, fine jewellery from MR PORTER’s newly launched category and holiday comforts from **Ben Soleimani, By Japan, LOEWE, Missoni Home, Mr P.,** and more.*

### ***Winter retreat***

*A modern, wood-panelled cabin filled with the season’s best homeware gifts from **Assouline, By Japan, Bellerby & Co Globemakers, Brunello Cucinelli, LOEWE Home Scents, Lorenzi Milano and Soho Home,** as well as comfy loungewear from **TEKLA, The Row, Yuketen** and luggage by **RIMOWA.***

### ***Park of all gifts***

*A beautiful outdoor garden showcasing classic gifts from brands such as **Amalgam Collection, BORN, Globe Trotter, Loro Piana, Ralph Lauren Home, Slowdown Studio, Snow Peak** and more.*

## ***Streetscape of tomorrow***

*An elevated walkway above a bustling, futuristic city reveals this season's most sought-after contemporary and streetwear gifts from **Bottega Veneta, Hype Rugs, Mr Maria, Neighborhood, Space Available, The Art of Ping Pong and Transparent Speaker***

In the countdown to the heightened holiday shopping season, from 29 October onward, MR PORTER will publish weekly dedicated holiday stories in its digital magazine [The Journal](#).

The **A New World of Gifts** campaign will be visible across MR PORTER's global digital marketing channels and wall murals via select out-of-home sites in London.

To download high-res imagery, please use the link below:

A New World of Gifts Campaign Imagery

To view MR PORTER's gift offering, please visit:

<https://www.mrporter.com/mens/gifts>

*#HolidaysWithMRPORTER*

### **For more information, please contact:**

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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 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, 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.

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