

# MR PORTER

HEALTH IN MIND

*Helping men to lead happier lives*

# District Vision

## **MR PORTER AND DISTRICT VISION LAUNCH EXCLUSIVE MINDFUL RUNNING CAPSULE COLLECTION IN SUPPORT OF MR PORTER HEALTH IN MIND**

**21 June 2021 (GLOBAL)** – **MR PORTER**, the award-winning global online destination for men's style, and leading holistic sportswear brand **District Vision** are pleased to launch an exclusive running capsule inspired by District Vision's five-point mindful running course. The collaboration, in support of MR PORTER Health In Mind, raises awareness around mental wellness through movement and performance. Net profits\* from the sale of the collection on MR PORTER will support men's mental and physical health initiatives developed by MR PORTER Health In Mind charity partner, Movember.

As debuted on MR PORTER today and across District Vision's e-commerce site, the exclusive capsule collection is inspired by the concept of morphic resonance and features **11** all-encompassing pieces of running apparel and accessories. Each piece has been developed with District Vision's performance-enhancing combination of technical fabrics and functional designs, while creating an overall performance collection made with the intention and practice of mindful running, well, in mind.

Standout pieces include: a breathable and sweat-wicking multi-coloured Air-Wear Training Tee; bi-colour TomTom Half Tights handmade from Italian-milled four-way-stretch tech-shell, which keeps sweat and odour at bay; and a Hei Colour-Block Cotton Jersey-Sweatshirt cut with a relaxed fit and featuring thumbholes to keep sleeves in place. Launching later in the month is a sunflower-yellow Mudita Pullover Hoodie custom-made in Los Angeles from a blend of recycled cotton and Better Cotton Initiative, which cares for soil health, water supply and biodiversity and a meditation cushion intended to benefit runners' mental states before races.

To celebrate the launch of this exclusive capsule, District Vision co-founder Mr Max Vallot will share his five-point programme for a more mindful approach to running, which is rooted in traditional Vipassana practice and the label's Mindful Athlete Program, in a MR PORTER-produced cinematic short film. The film will debut on **21 June** in MR PORTER's online magazine, *The Journal*.

*"As the positive impacts of running on mental wellbeing were further illustrated in the past year, District Vision, with its wellness-focused approach, stood out as the perfect partner for this project. The foundational synergies between the holistic label and MR PORTER Health In Mind led to our collaboration on this exclusive capsule collection, which provides an edit of essential components for mindful athletes to realise their full potential. Through this partnership, we aim to champion mindful running by engaging with our collective communities, developing conversations in the mental and*

*physical health space, and providing the tools necessary to lead happier, healthier and more fulfilling lives. We're excited to integrate District Vision's philosophies into our ongoing work with Movember around men's mental and physical health and bring this collection to our audiences around the globe."*

**Mr Daniel Todd, Buying Manager, MR PORTER**

*"Today we're seeing record numbers of anxiety, depression and addiction in much of the developed world. Many of our friends and relatives have been struggling throughout the pandemic, so the MR PORTER Health In Mind initiative is incredibly close to our hearts. We continue to believe that mindfulness is the essential ingredient in living an examined, fulfilled and ultimately happy life. Everything we do at District Vision serves this purpose, so we are immensely grateful for the opportunity to bring our tools to a wider audience to benefit an important and timely cause."*

**Mr Max Vallot, Founder, District Vision**

To view the exclusive collection, click [here](#)

Click to learn more about [MR PORTER Health In Mind](#)

**For more information, please contact:**

Ms Olivia Shepherd | [olivia.shepherd@mrporter.com](mailto:olivia.shepherd@mrporter.com)

### **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 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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### **About District Vision**

District Vision makes tools for outdoor wellness. The company was founded in 2016 by Messrs Tom Daly and Max Vallot.

*\*100 per cent of the profits from the sale of this product will be donated to the MR PORTER Health In Mind Fund powered by Movember, a charitable fund that supports men's health causes around the world. The Movember Foundation is a registered charity in England and Wales (charity number 1137948). "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 [mrporter.com/hub/health-in-mind/](https://mrporter.com/hub/health-in-mind/).*