

MR PORTER

MR PORTER EXPANDS ITS LUXURY WATCH CATEGORY WITH VINTAGE OFFERING IN THE UNITED STATES

NEW YORK, US (JUNE 17, 2022) – MR PORTER is pleased to introduce a unique assortment of vintage timepieces, in expansion of the brand’s luxury watch category. Curated by ex-Christie’s specialist and Wind Vintage founder Mr Eric Wind, the expert pick of 12 rare watches pays tribute to the history of horology from the 1940s to the 1990s, featuring **Rolex**, **Omega** and more. MR PORTER will initially launch its vintage watch category within the US and plans to roll out vintage options to its global customer throughout 2022.

Key highlights include the sought-after **Rolex** GMT-Master 16750, featuring the iconic “Pepsi” blue and red bezel – famously worn by actor Mr Tom Selleck in the 1980s television show *Magnum, P.I.* Also from **Rolex**, the Submariner 5513 is a transitional collector’s piece, nicknamed for the rare format of the water resistance dial stamp showing “Meters First” as opposed to feet first, which became the standard from 1969.

Another from the late-1960s, the **Heuer** Camaro 7220NT is a highly collectible piece from the MR PORTER vintage curation. Recalling the golden days of motorsport, this racing chronograph features a cushion-shaped case, housing the famed Valjoux 72 movement, widely respected as one of the finest manual-wind chronograph movements in watchmaking history.

MR PORTER will also introduce a vintage watch procurement program, taking the next step in unparalleled and personalised customer service. Customers can now reach out to MR PORTER’s team of watch experts for assistance with sourcing specific vintage timepieces. The concept will bring together MR PORTER’s network of industry suppliers to procure pieces through private inventories.

“Our customers will now be able to visit MR PORTER and discover the world’s best watch maisons and novelties across new, pre-owned (in partnership with Watchfinder) and now vintage watches. This is an exciting enhancement, providing an elevated shopping experience, service and product curation. Our community of watch collectors will appreciate the historical significance from our first vintage edit, which we look forward to working with Eric to curate and create throughout the year. We are also thrilled to expand our vintage watch offering to wider regional markets throughout 2022.”

Mr Dominic Weir, Managing Director, Fine Watches and Jewellery at NET-A-PORTER and MR PORTER

“As a long-time customer and fan of MR PORTER, I am beyond excited to have the opportunity to supply a curated collection of vintage watches for the platform. Each watch has an amazing history and I would be proud to own any of them in my personal collection. There is a variety of styles at different price points and I believe each is an heirloom.”

Mr Eric Wind, founder of Wind Vintage

The MR PORTER vintage watch offering builds on recent initiatives to promote the strong craftsmanship, quality and longevity of important timepieces. This includes its Part-Exchange Programme through which its watch experts can facilitate the trade-in of a customer’s timepiece, allowing it to be restored and resold via our partners at Watchfinder. With the introduction of such initiatives, alongside its [Our Pledge](#) commitments across Community, Product and Experience, MR PORTER is focused on driving a more responsible approach to style.

The Vintage launch features standout pieces including:

Rolex, GMT-Master Reference 16750

Rolex, Submariner “Meters First” Reference 5513

Rolex, Datejust Reference 16200

Rolex, Oyster Perpetual Reference 1002

Rolex for Asprey, Pocketwatch

Heuer, Camaro Reference 7220NT

Zenith, El Primero Reference A384

Omega, Speedmaster Professional Reference 145.022

Omega, Seamaster Reference 168.1501

Vulcain, Cricket Reference 6001

Longines Reference 2552-340

MR PORTER's Vintage Offering Will Be Available To Shop [Here](#).

\$1,900-\$19,800

Product Assets For Download: [Here](#)

FOR MORE INFORMATION, PLEASE CONTACT:

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ABOUT MR PORTER

MR PORTER is a destination of discovery for men – a place to be inspired, to find connection and to explore all aspects of a stylish life. With a selection of more than 500 of the world's most sought-after brands, we're on a mission to provide men with everything they need to look their best, and through our content and community offering we're helping them to feel their best, too.

Since launching in 2011, MR PORTER has grown to represent an increasingly broad vision for men's style, with the biggest names in grooming, sportswear and luxury watches joining our world-class offering of designer brands. We're also the destination for Mr P., a contemporary menswear label available exclusively at MR PORTER. We deliver daily doses of style and culture in our online magazine, *The Journal*, and speak to a thriving global community through our social channels.

We believe in taking a responsible approach to style. This means committing to reducing the environmental impact of our business, representing the diversity of our global audience, and championing well-crafted products and the communities that make them. To find out more about our commitments for now and for the future, see Our Pledge. We're also dedicated to our wider mission of helping men to lead happy and fulfilling lives through our content and fundraising initiative, MR PORTER Health In Mind.

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 in English or Arabic across mobile, tablet and desktop. Our multi-lingual customer care and personal-shopping teams are available 24/7, 365 days a year via live chat and include luxury watch experts, style advisors and more. Customer loyalty is rewarded through our famous EIP programme, which includes a suite of benefits such as early access to new arrivals and seasonal sales.

A global brand headquartered in London and with offices in New York, Hong Kong and Dubai, we are bonded together by a passion for what we do and a strong community spirit.

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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