

ADVERTISING

## Mr Porter demonstrates ease of gift-buying

December 5, 2014

*How do you wrap yours?*

*Mr Porter holiday video*

---

By STAFF REPORTS

Men's online retailer Mr Porter is celebrating the holiday season with a social video that demonstrates the convenience of purchasing gifts from the retail site.

**Sign up now**

**Luxury Daily**

The film shows one man in two situations, one when he buys gifts from Mr Porter and the other when he does not; his gifting experience is much easier with Mr Porter. Creating a fun, but to-the-point video will likely remind Mr Porter consumers of the retailer's quick delivery and gift-wrapping options.

Wrap it up

Mr Porter's short film "How do you wrap yours?" shows the same man in two sections of the screen. The left side shows the man trying to wrap his Christmas gifts the traditional way.

The man begins his task with a shirt box, relatively simple, but struggles with the ribbon. He then moves on to more difficult objects like a pineapple and a cactus, he even tries to wrap a puppy. Eventually he wraps himself in a comedic interpretation of what might happen when one struggles with wrapping paper, ribbons and tape.



### *Video still*

As the man is struggling with his wrapping he is dressed in a gray turtle neck and black pants. His alter ego is in a tailored suit. The Mr Porter alter ego spends his time drinking coffee and whiskey, reading a book and just waiting around for the wrapping to be completed.

When it is the Mr Porter alter ego's turn the man takes out his tablet, clicks the item he wants and almost instantly the item is delivered in a Mr Porter box. The shirt is neatly folded and wrapped in tissue paper.

The film is being prompted with #ChristmasWithMrPorter.

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.