

MULTICHANNEL

Mr Porter creates full apparel brand to surround film collaboration

January 13, 2015



Mr Porter collection for Kingsman

By JEN KING

Online menswear retailer Mr Porter is exploring its British sartorial roots through a capsule collection and content hub influenced by the feature film, “Kingsman: The Secret Service.”

[Sign up now](#)

Luxury Daily

Launched on Jan. 13, to coincide with London Collections: Men, which wrapped on Jan. 12, Mr Porter’s Kingsman capsule collection celebrates the “classic British gentleman’s wardrobe.” Connecting fashion heritage with popular culture, especially a film, may help Mr Porter relate to, and embrace a traditional Londoner’s wardrobe.

“Marketing opportunities continue to evolve and brands need to explore creative ways to reach both existing and new customers,” said Karen Creamer, president of [K2 Brand Consulting](#), Overland Park, KS.

“A layered approach is always the best way to reach target customers, especially experienced-based opportunities for valued customers, will generate interest in both the film and the new menswear collection,” she said.

Ms. Creamer is not affiliated with Mr Porter, but agreed to comment as an industry expert.

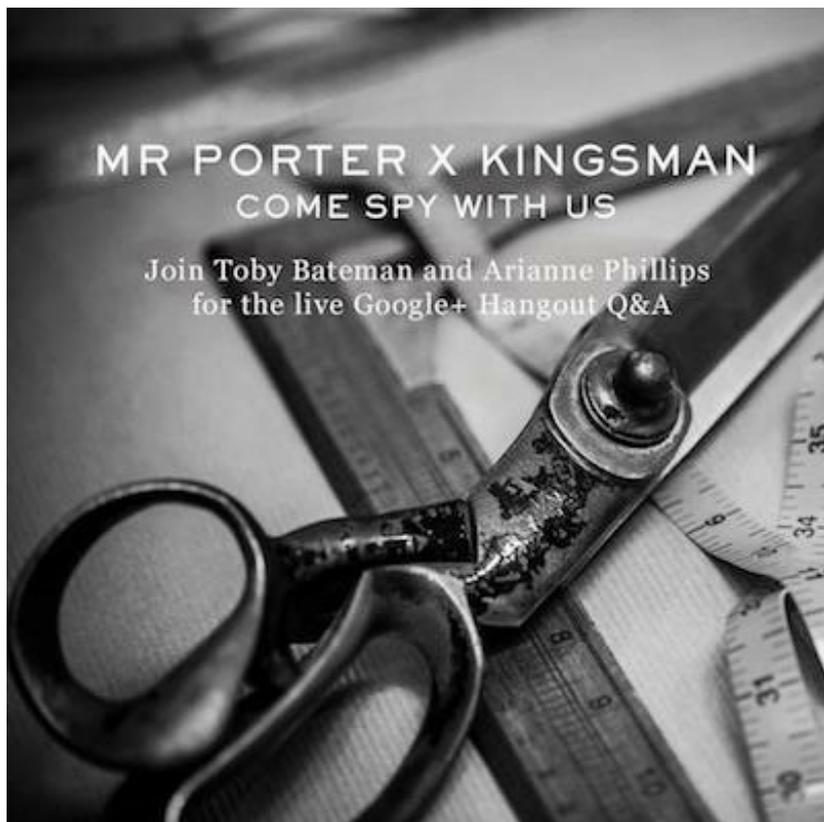
Mr Porter was unable to comment directly.

All the king's men

Kingsman is a British action-spy film directed by Matthew Vaughn and based off The Secret Service comic book series. The film stars Colin Firth, Michael Caine and Taron Egerton. Mr Porter's involvement with Kingsman includes a microsite, a curated apparel collection and exclusive interviews with the cast of the film.

To introduce its involvement with Kingsman, which debuts Feb. 13 in the United States and select markets, Mr Porter turned to social media. In its posts, which date back to Jan. 2, the retailer shared prompts to explore the microsite created for the film as well as promoting a Google+ hangout session organized for the initiative.

The live Google+ hangout, scheduled for Jan. 14 at 9:30 a.m. GMT, will allow consumers to ask questions of Mr Porter's buying director Toby Bateman and Kingsman's costume director Arianne Phillips. Additional dial-in guests will include the associate editor of Fashion Beans William Oliver and photographer and menswear expert, Chris John Millington ([see story](#)).



Promotional image for Mr Porter's Kingsman Google+ hangout session

Mr Porter's microsite opens with a darkened image that shows an insignia for Mr Porter and Kingsman which asks consumers to click to begin exploring. When clicked the image is shown sans shadow to reveal a desk cluttered with paperwork, a passport, a set of skeleton keys, a tumbler of whiskey and an iPhone with a play button.

Items such as the iPhone, opened envelopes, sketchbook and Manilla folder act as shortcuts to the remainder of the microsite. A navigation menu is also found above the desk image.

Sections include an overview of the collaboration, the menswear collection, information regarding the film and its cast members events and links to the main Web sites of Kingsman and Mr Porter.



Mr Porter menu to explore the Kingsman collection

For the Kingsman capsule collection Mr Porter collaborated with menswear brands such as tiemaker Drake's, cobbler George Cleverley and shirtmaker Turnbull & Asser.

Accessories for the capsule include aviation-themed watches by Bremont, tortoiseshell eyewear by Cutler & Gross, leather goods by Swaine Adeney Brigg.

Apparel for Kingsman, "a new brand for the modern gentleman," was made by a number of historic British mills such as Holland & Sherry and Dormeuil. Mr Porter worked with the film's director Mr. Vaughn and costume designer Ms. Phillips on the 60-piece collection, thought of as a brand within itself, that "lives both on and off the big screen."



Mr Porter's Kingsman collection

To incentivise shopping the collection Mr Porter create a contest that asks consumers to search for the pin hidden among the wardrobe pieces for a chance to win \$7,500 to spend on the capsule's items.

Mr Porter currently operates online only via ecommerce, but for the Kingsman campaign,

the retailer will have a temporary pop-up on London's Savile Row. The shop, open only Jan. 13 from 10 a.m. to 8:30 p.m. at 11 Savile Row, will serve as a showroom for the 60-pieces, giving consumers the opportunity to interact with Mr Porter in a physical space while learning about the film and viewing and shopping the collection.



Mr Porter's one-day only pop-up shop on Savile Row

The full collection goes on sale on Mr Porter's Web site on Jan. 13. Mr Porter's microsite created for the Kingsman collection can be viewed [here](#).

Brands on film

In the past, Net-A-Porter, Mr Porter's sister brand, has worked with designers to create collections for feature films.

For example, Net-A-Porter tapped "Hunger Games" costume designer Trish Summerville to design an exclusive collection based on "Catching Fire," the latest movie in the franchise to capture the attention of fans of the popular films.

Ms. Summerville's line, called Capitol Couture, is a new concept for luxury fashion brands who usually do not buy into movie cross promotions. Net-A-Porter treaded the fine line between commercial and high-fashion with this line to not dilute its brand ([see story](#)).

Mr Porter's Kingsman collaboration is the first time a full brand has been created for such a project.

"Consumers make buying decisions based on how well a brand is aligned with their own interests, values and image," Ms. Kreamer said. "The Mr Porter menswear collection inspired by the new Kingsman: The Secret Service film will appeal to customers with great appreciation for classic design and elegance through personal style.

“Movies, music and the arts have long been an inspiration for fashion trends,” she said.
“Movies can generate powerful emotions and deep connections that can have a real influence on what people buy and how they dress.”

Final Take

Jen King, lead reporter on Luxury Daily, New York

© Napean LLC. All rights reserved.

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