

INTERNET

Mr Porter outfits active lifestyles with new sport vertical

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Promotional image for Mr Porter Sport

By SARAH JONES

Online retailer Mr Porter is catering to its consumers' active hobbies with the opening of a new dedicated section for sports attire that mixes style with performance.

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Mr Porter Sport, launched April 28, sells merchandise for different disciplines, from running and cycling to golf and tennis, enabling fashion-conscious men to shop in one place for their gear and ready-to-wear attire. To create a lifestyle around the new vertical and incorporate its voice within the activewear, Mr Porter created related content, doling out workout advice and profiling figures in the world of sports.

"Men's activewear has been a huge category since the '90s when Nike's (Air) Jordan took off, but now I really see mens activewear as a reflection of how men like to live," said Jason B. Cohen, executive vice president of creative at [The O Group](#), New York.

"The category is exploding with options," he said. "From traditional brands like Nike, Under Armor and Patagonia to newer brands like Qor, Lululemon and Mountain Standard, men are making the shift to stylish workout and sport clothing.

"'Lifestyle' is an overused and vague term, but men use fitness fashion to communicate to

the world the kind of person they are – or at least how they hope to be perceived by others."

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

Mr Porter was unable to comment directly before press deadline.

Sports meets style

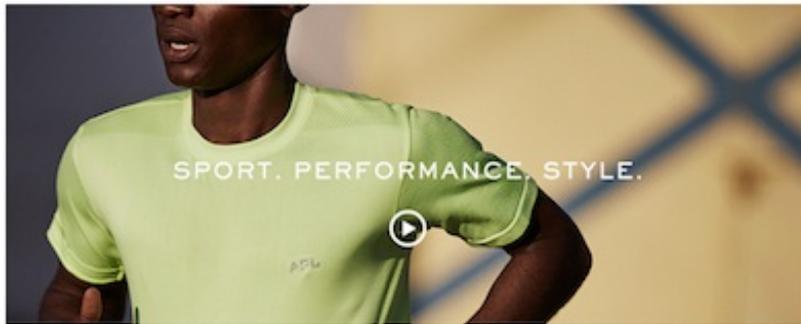
Mr Porter Sport launched with 150 products, including merchandise from 15 brands new to the retailer, such as Ralph Lauren's RLX, Oakley and Brooks England. These join existing brands such as Nike, Patagonia and Lacoste and Sperry on the dedicated section.



Promotional image for Mr Porter Sport

Of choosing the selection, Mr Porter's buying director Toby Bateman said in a statement, "We know that sport and fitness are integral to our customers' interests and day-to-day lives, so beyond offering the best in men's fashion, we want to offer our global audience the best in men's sports apparel as well. In keeping with our ethos of editing only the best brands within each category, we have chosen our sport brands based primarily on their technical performance properties, but also for their style."

This message of "Sport. Performance. Style." is broadcast across Mr Porter Sport.



PICK YOUR SPORT



Mr Porter Sport

At the top of the ecommerce page, consumers can watch a video showing the many disciplines Mr Porter can help prepare someone for. At the beginning of the film, men are shown gearing up for various activities, stepping up onto a diving board, zipping up a vest or setting a golf ball on a tee.

The film changes pace to show the same characters engaged in physical activity, running, swimming or hitting a tennis ball across a court.

Embedded Video: <https://www.youtube.com/embed/OJd0fu1uFlg>

Mr Porter Sport

Below the video, consumers are invited to select their sport. This can include sailing, cycling, training and outdoor activities.

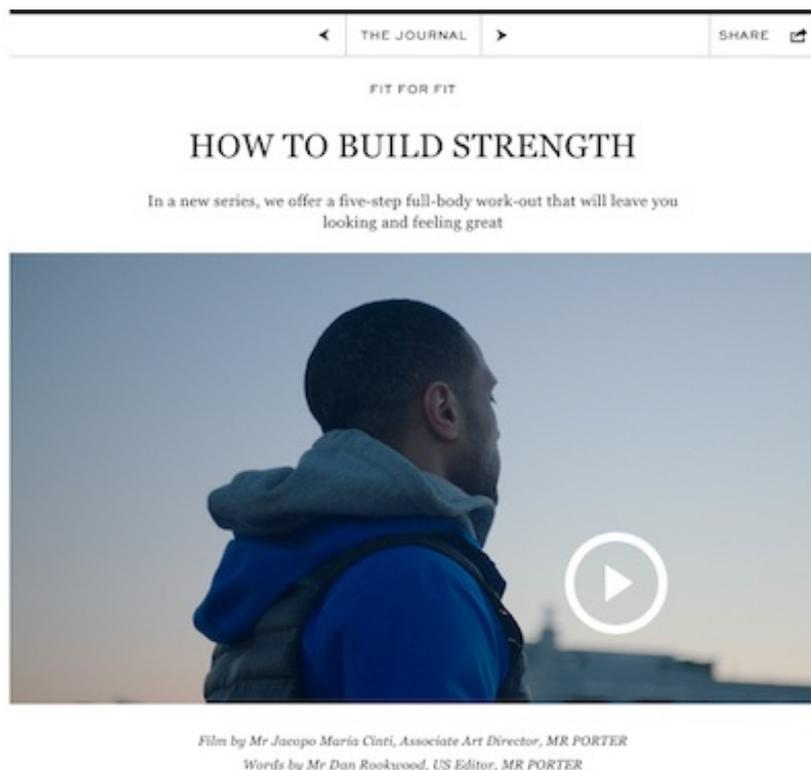
Each product page edit includes text explaining what makes the products fitting for the activity, and reiterates the Sports. Performance. Style. message.

To celebrate the launch of Mr Porter Sport, the retailer dedicated an issue of its weekly online magazine The Journal to sports-themed content. This includes an interview with José Mourinho, manager for FC Chelsea, about being a successful leader, as well as a video following architect Edmund Fowles as he cycles through the Majorcan mountains in Spain.

The Journal is rounded out by a feature on the best stadium snacks, an opinion piece about the types of stadium parents and a history of sports style.

Coinciding with the launch of Mr Porter Sport and also featured in the issue is the first in a multi-month series of films by the experts at Q by Equinox. "Fit for Fit" will feature

achievable workouts that target the full body without needing a ton of equipment or experience.



At the end of that cinematic masterpiece *Trading Places*, Mr Dan Aykroyd's

Screenshot of Mr Porter's The Journal

Mr Porter Sport will add other sports throughout the year seasonally, including skiing and surfing.

"Men who value dressing well seek out the best options across categories, meaning the current Mr Porter consumer is a prime target for high-end activewear," Mr. Cohen said. "This new offering lines up well with men's dressing and grooming trends: guys care more about how they look all the time, as opposed to just work or special occasions.

"Personally speaking, I exercise quite a bit with my wife. In a way, our exercise time together is like a date," he said. "Exercise entering into the 'date' category has spurred a general trend of men stepping up their 'athleisure'-wear game.

"As more and more high-end designers develop fitness-inspired pieces, sport feels very much at home with a brand like Mr Porter. The Mr Porter consumer is already wearing these coveted brands, now he has access to more of what they offer."

Subhead 2

There is a growing convergence of style and workout gear, something Galeries Lafayette took note of for the opening of a new dedicated space for activewear in its Paris flagship.

The 4,300 square-foot section will carry sporting apparel from 13 brands such as Adidas by Stella McCartney, Nike, Billabong and Roxy and will also serve as a central place for consumers to get advice about activity and wellness. To launch the new department, Galeries Lafayette is hosting a number of workout classes taught by the brands involved to

get consumers moving ([see story](#)).

Offering activewear is a way for brands to become more a part of consumers' lives by speaking to their lifestyles.

Mr Porter sister site Net-A-Porter also recently launched an activewear vertical, using it as an opportunity to create helpful content.

Net-A-Porter offered a seven-day body reboot program for consumers to learn a new work-out and recipe each day while viewing clothing options on the Web site.

The program consists of a video and recipes for each day and workout gear suggestions from Net-A-Porter's activewear. Net-A-Porter is collaborating with Nike for this project to bring a training program to consumers that will likely generate interest in the retailer's newly launched activewear collections ([see story](#)).

"Sport is about so much more than scoring points and winning," Mr. Cohen said. "Sport is a lifestyle.

"With an eye toward warmer weather and more outdoor activity, featuring content around sport feels current and on-trend," he said.

"To engage and connect with consumers it's crucial to properly balance rational proof-points with emotional communications, and the kind of content Mr Porter featured in this iteration of The Journal does that quite well."

Final Take

Sarah Jones, staff reporter on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/f7lrs109aSI>

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