

COMMERCE

## Mr Porter brings menswear styling to BMW collaboration

February 8, 2016



*Promotional image for Mr Porter shipping*

By STAFF REPORTS

Menswear retailer Mr Porter is marking its fifth anniversary by teaming with automaker BMW to produce a limited-edition electric vehicle.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

The resulting car, priced at about \$56,000 at current exchange rates, will be available for purchase exclusively for UK consumers via Mr Porter's ecommerce site. Other apparel retailers and brands have collaborated with automotive brands to establish models that meld design with technology and performance.

### Mobile menswear

This is Mr Porter's first foray into the automotive category. Taking inspiration from a tuxedo, the BMW i3 model has a white accent running along the frame, an homage to the pinstripe suit. Inside, has a white stitching details and brown piping in the interior.

Keeping in line with fine tailoring, the car's details are handcrafted.

Stocking the car for the Mr Porter enthusiast, the vehicle comes with the retailer's Essentials Travel Kit, which comes with a BMW i leather holdall, a Leica C camera and exclusive merchandise from brands carried on the site, including a bowler hat from Lock & Co., sunglasses from Cutler and Gross and Phaidon City Guide Books.



*Mr Porter BMW i3*

The entirely electric vehicle maintains BMW's sporty driving characteristics while releasing no emissions.

The BMW i3 clearly demonstrates how the concept of sustainability and cutting-edge style can be effortlessly merged," said Stefan Ponikva, head of BMW i brand management, in a statement. "As we at BMW are not only dedicated to technological innovation and superior quality, but also strive to create first-class design concepts that go beyond the ordinary, we were immediately captured by the idea to collaborate with Mr Porter as one of the leading trend-setters in global luxury style.

"Mr Porter is a truly inspiring platform and we are thrilled to contribute to this premium retail experience with an exclusive BMW i3," he said.

Consumers can get their hands on the car starting Feb. 18, with delivery only available to locations in the United Kingdom.

"At Mr Porter we strive to give our customers the best in men's style and this extends across many categories," said Toby Bateman, managing director of Mr Porter, in a brand statement. "Working with the best in class in the automotive industry felt like a very natural step and we were thrilled to collaborate with the team at BMW.

"We have kept all the high specification components one would expect from BMW and added a bespoke interior and exterior finish, which is very much in keeping with our aesthetic," he added. "As pioneers of the electric vehicle BMW i was the perfect partner in this project, as we share similar brand values and both relish the opportunity to be the first to market for projects such as this. We also hope to make the car available in other markets in the future."

This BMW is one product in a collection of exclusive merchandise made to celebrate Mr Porter's anniversary.

Mr Porter previously worked with BMW i to develop online content that acts as a guidebook of cities, which focuses on the "hidden gems" only locals know of. So far in the series, the partners take consumers to San Francisco, CA and London.

The automotive and fashion industries have previously come together in other branded vehicle launches.

Ermenegildo Zegna and Maserati are cross-marketing their Italian brands through a long-term design partnership to produce 100 limited-edition vehicles and offer Zegna customization options.

In 2013, Zegna and Maserati signed on for a three-year partnership during which they will launch the Maserati Quattroporte by Ermenegildo Zegna and let consumers choose from new bespoke options for all models. Similar to other fashion marketers who have partnered with automakers, Zegna could get the most from this collaboration since it will raise brand awareness among its target audience of affluent men via Maserati showrooms ([see story](#)).