

COMMERCE

## Mr Porter self-gifts essential items to commemorate fifth birthday

February 19, 2016



*Lock & Co. Hatters bowlerhat*

By STAFF REPORTS

Online menswear retailer Mr Porter is taking its birthday presents into its own hands with the launch of a special collection for its fifth year in business.

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Eighteen of the retailer's favorite labels, including Berluti and John Lobb, have created some of the retailer's most beloved items especially for the occasion in the brand's preferred color palette of black, white and grey. One of the main strengths of Mr Porter and sister site Net-A-Porter is exclusive items, making this collection a fitting tribute to five years.

Happy birthday

A number of the brands chosen by Mr Porter have been working with the retailer since it came on the scene.



*Mr Porter's The Fifth Anniversary Collection items*

Menswear staples from the array include a cashmere sweater from Maison Margiela, a Mackintosh cotton raincoat and a Lacoste polo.

Taking a look back while also planning ahead, Mr Porter released a short film recounting its five years. Statistics, including the 450,000 customers and counting that have shopped with the online store, are intermingled with snippets of editorial content from the retailer's online magazine The Journal.

*The Very Best of Mr Porter*

A bevy of fashion labels celebrated with Mr Porter, posting congratulations and wishes to social media. These included Isaia, Balmain, Marni and Canali, all of which are carried on the site.

Happy Birthday [@MRPORTERLIVE!](#) Balmain & [@ORousteing](#) celebrate [#MRPORTERisfive](#) today!  
[pic.twitter.com/a1Lp1MtL8B](https://pic.twitter.com/a1Lp1MtL8B)

Balmain ([@Balmain](#)) [February 18, 2016](#)

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

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 ([see story](#)).

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