

EVENTS/CAUSES

Mr Porter shows local pride through London Nocturne placement

May 10, 2016



Promotional image for Mr Porter London Nocturne

By STAFF REPORTS

Online retailer Mr Porter is acting as title sponsor for the 2016 London Nocturne on June 4, teaming up with the cycling event happening in its hometown.

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Now in its 10th year, the London Nocturne has expanded its circuit through London's streets, as professional and amateur bikers come together for a series of more than 10 races. Mr Porter has recently ventured into the world of sporting attire, making this relationship a means to show off its athletic attitude.

Cycling ahead

The Mr Porter London Nocturne will take place from 4 p.m. to 10:15 p.m. in the heart of London.

Once night falls, professional racers from the Tour de France and the Olympics will compete in the Mr Porter Men's Elite Criterium, the top event of the day. This 50-minute race tests riders in five laps around the circuit under floodlight, allowing them to vie for a prize of 1,000 pounds, or about \$1,450.

"Mr Porter is a brand synonymous with style so we are looking forward to working together to make the London Nocturne better than ever," said James Pope, CEO of FACE Partnership, which organizes London Nocturne. "Like the Nocturne, Mr Porter has a rich heritage in London making them the perfect partner as we move to a more prestigious location in the heart of the city."



London Nocturne circuit

During the event, the retailer will be hosting a hospitality area at the start and finish straight on Cheapside. Here, attendees can browse merchandise while enjoying food and drink.

"Mr Porter is excited to be the title sponsor of this year's London Nocturne," said Toby Bateman, managing director of Mr Porter, in a brand statement. "Although we are a global brand, London is our hometown, and we see so much synergy between the city's cycling enthusiasts and our customers who are engaged in our sport and lifestyle categories.

"We're also excited to highlight the races via our social and content channels, and to shine a global spotlight on such a unique and thrilling day of races."

London Nocturne returns 4th June 2016

In addition to Mr Porter's content, this year's event will be broadcast on Eurosport.

Last year, Mr Porter began catering to its consumers' active hobbies with the opening of a new dedicated section for sports attire that mixes style with performance.

Mr Porter Sport 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 ([see story](#)).

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