

RETAIL

Mr Porter captures London's photogenic side during photo fair

May 19, 2016



Mr Porter delivery cab

By STAFF REPORTS

Online men's retailer Mr Porter wants to see the best photos of its hometown as the city kicks off the Photo London photography fair May 19.

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The mission of Photo London is not only to bring together international photographers for a London audience, but also to showcase London as an important cultural hub for photography. As such, Mr Porter is hosting an Instagram photography contest in partnership with Photo London and camera brand Leica to find the best photographers in London.

London calling

The British capital is incredibly photogenic, with nearly 3 million posts on Instagram using the #London hashtag.

Mr Porter has made the photo contest that easy. Participants must post a favorite London snapshot onto Instagram with the hashtag #MrPorterPhotoLondon and tagging the @MrPorterLive and @LeicaUK accounts.

The winning photographer will win a Leica D-Lux camera and a 500 gift card, or \$729 at current exchange rates, to be spent at Mr Porter.

Mr Porter will announce the winning entry on May 22, the day the Photo London fair ends. Throughout the four-day contest, Mr Porter will share best entries on its own Instagram account, thus furthering its support of London's photographers.

Photo London runs May 19-22 at Somerset House in central London.

User-generated content efforts such as photography contests can assist in a brand's community outreach.

For instance, Four Seasons Maui at Wailea, HI is offering consumers the chance to boost their photography skills by hosting a Photocrowd challenge.

The prompt for the competition is wanderlust, and the winning entrant will be able to fulfill her desire to travel with a scholarship to the Maui Photo Expedition, complete with five complimentary nights at the Four Seasons property. Four Seasons is expecting hundreds of submissions for the contest, as photographers vie for their spot at the workshop ([see story](#)).

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