

RETAIL

Mr Porter marks Prada's ecommerce launch with dedicated content

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Illustration of actor Tom Hughes modeling Prada for The Journal

By STAFF REPORTS

Online retailer Mr Porter is commemorating Italian fashion house Prada's first foray into selling menswear online by devoting its weekly online magazine to the label.

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Mr Porter will be carrying more than 150 pieces from Prada's runway, mainline and Linea Rossa collections, marking the first time the brand's ready-to-wear is available via ecommerce. Prada is among the luxury labels taking bigger moves into online selling, having launched its women's wear with sister site Net-A-Porter earlier this summer.

Ecommerce debut

Mr Porter's issue of The Journal, published Sept. 8, is titled "Mr Porter Presenta Prada," a nod to the brand's Italian heritage. Features include a look at celebrities who favor Prada for the red carpet and a profile of actor Tom Hughes accompanied by a spread of him wearing Prada.

The retailer also lays out ways to style Prada's latest collections for an evening stroll, a popular pastime in Italy. A short video by Mr Porter art director Jacopo Maria Cinti shows a model in front of filmed scenes, such as a park or Milan's Galleria Vittorio Emanuele II.

Five Ways to Wear Prada

Further celebrating Italian culture is a roundup of the most in vogue restaurants in Milan.

From bomber jackets and sweaters to suits and shoes, Mr Porter is carrying looks that range from sporty and casual to office appropriate. At launch, 74 pieces are available, with more rolling out this first season.



Prada on Mr Porter

"We are truly excited to be able to bring the complete world of Prada menswear to Mr Porter," said Toby Bateman, managing director of Mr Porter, in a brand statement. "Prada holds such a unique place in the world of menswear, creating countless iconic and classic pieces men can enjoy for years to come, as well as always producing inspiring seasonal runway collections."

In July, Prada entered the ecommerce realm with assistance from online retailer Net-A-Porter.

Prada is among the few houses that remain to only offer limited ecommerce of its own, but Net-A-Porter's prowess among online retailers has provided brands wary of the channel to test the waters, often seeing great success. As for Net-A-Porter, the retailer works with brand partners on two levels, either powering monobrand ecommerce behind-the-scenes or hosting capsule collections for its shopping community of nearly 2.5 million consumers to peruse on its site ([see story](#)).