

RETAIL

Mr Porter exploits millennial men's love of travel for interactive magazine

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Mr Porter Style Council

By BRIELLE JAEKEL

Online retailer Mr Porter is bringing back its past recommendation column by tapping the most popular and knowledgeable social influencers with an emphasis on travel, dispensing advice on the best services, products, dining and experiences.

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The Style Council is an editorial catalog that provides an account of all the best places to go, provided by exclusive curators known for their consumer influence and knowledge on related subjects. Mr Porter's online content platform also integrates with booking platforms such as Open Table and Uber for a seamless experience that helps consumers decide on what to do in the moment.

"We're thrilled to be relaunching Mr Porter's Style Council, making it all the more accessible and functional for the modern man or woman on-the-go," said Jeremy Langmead, brand and content director at **Mr Porter**. "It's a one-stop, mobile city guide populated by the most stylish and brightest minds around the world."

Guiding content

Mr Porter partnered with Swiss watchmaker IWC Schaffhausen to create a comprehensive guide to, what it believes as, all the best places on Earth. The guide leveraged opinions from more than 110 influencers to give insight on their favorite bars, restaurants and hotels, and provide the ins-and-outs of the respective places.



Mr Porter homepage

The Style Council originally launched five years ago but is now back with a new look and feel, with an emphasis on travel.

For instance, a post by Clive Ng, founder and executive chairman of Chinese cable provider Cablecom, shared his favorite members club in Malibu named Little Beach House. The post features a blurb about the location written by Mr. Ng, but also features directions to get there, options for what to wear and links to other The Style Council post with nearby options.



Mr Porter's The Style Council guide

Style recommendations on these posts include a purchasing element, driving connectivity and sales.

Mr. Porter's The Style Council is available on its Web site to everyone, as well as its Style app. The retailer also shared a mobile video to advertise the new rollout, incorporating the tastemakers and their recommendations into playing cards being dealt.

Mr Porter

Online retailer Mr Porter is bringing its editorialized commerce to a new channel with the launch of an Apple TV application devoted to its video content.

The brand's Apple TV app connects to user's mobile devices, enabling them to shop the looks seen on screen as they watch. While other luxury labels have emerged on Apple TV, this first-of-its-kind shoppable app represents a new concept in luxury retail ([see more](#)).

Italy's Ermenegildo Zegna is sharing its menswear know-how with the discerning shoppers of online retailer Mr Porter.

Zegna has named Mr Porter, the brother site of Net-A-Porter, as its exclusive pure play online retail partner for this season. A number of luxury brands that have shied away from ecommerce have partnered with Yoox Net-A-Porter Group, which includes Mr Porter, as official online retail partners, or used the group's backend platform to power their digital points of sale ([see more](#)).

"Mr Porter's Style Council boasts some of the worlds' most inspiring tastemakers," said Ashlyn Chesney, style council director at Mr Porter. "From professional athletes to designers, musicians and journalists, these global

citizens offer up their favourite places and dream items, providing advice, information and inspiration to men on a global scale."

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