

RETAIL

## Mr Porter's Kingsman collection "gold standard" of film merchandising

April 26, 2017



*Mr Porter's promotional image for the Kingsman line*

By STAFF REPORTS

Online men's retailer Mr Porter is going from costume to collection for its second partnership with the forthcoming film "Kingsman: The Golden Circle."

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In 2015, Mr Porter explored its British sartorial roots through a capsule collection and content hub influenced by the feature film, "Kingsman: The Secret Service," the first film in the British spy franchise, Kingsman. Launched to coincide with London Collections: Men, Mr Porter's Kingsman 2015 capsule collection celebrated the "classic British gentleman's wardrobe" ([see story](#)).

Buy into the characters' world

For the second time, Mr Porter has partnered with filmmaker Matthew Vaughn and award-winning costume designer Arianne Phillips on a shoppable collection, drawn directly from the wardrobe of the Kingsman cast.

"I'm thrilled to say that the Kingsman costume to collection' partnership with Mr Porter continues to be the gold standard within the industry – an uncompromised, visionary and authentic effort in film merchandising, in which we're not only able to buy into the world of these characters, but also invest in some of the most qualitative and contemporary menswear available globally," Ms. Phillips said in a statement.

Kingsman: The Golden Circle is the sequel to the 2015 film Kingsman: The Secret Service, and stars original cast members Colin Firth, Taron Egerton and Mark Strong.



*Film poster for Kingsman: The Golden Circle*

Hitting theaters in September, the sequel also adds Jeff Bridges, Channing Tatum, Pedro Pascal, Halle Berry and Julianne Moore to its all-star roster.

Mr Porter's "From Costume to Collection 2.0" includes a luxury menswear capsule worn by the film's leading men.

"After watching *Risky Business* as a teenager all I wanted was a pair of Wayfarer sunglasses, then *Top Gun* came along and it had to be the Aviators," Mr. Vaughn said in a statement. "The power of film to set trends is immense and *Kingsman* was the perfect opportunity to create my own label inspired by a movie.

"But it could only work if I had the right partner to help launch the *Kingsman* collection, and Mr Porter was the obvious choice," he said.

#### *Kingsman: The Golden Circle | Official Trailer [HD] | 20th Century Fox*

Brands and categories in the first partnership remain on sale via Mr Porter and include: Turnbull & Asser shirts; Cutler & Gross eyewear; George Cleverley shoes; Drake's ties and pocket squares; Mackintosh outerwear; Swaine Adeney Brigg umbrellas and accessories; Conway Stewart writing instruments and Deakin & Francis cufflinks and small accessories.

Additional brands were brought in to embrace the *Kingsman* sequel's new characters and storyline. These include: Adidas sneakers; Hunter boots; Stetson hats; Golden Bear varsity jackets; Jean Shop denim and western shirting; Mr Freedom outerwear; Rocky Mountain Featherbed winter coats and Todd Snyder sweatshirts and pants.

From Costume to Collection 2.0 also features original tailoring by *Kingsman*. Launched in 2015, the tailoring label has become one of Mr Porter's top selling luxury brands and has just celebrated its sixth commercial season.

"*Kingsman* has become one of Mr Porter's top performing luxury brands, six fashion seasons into its development and launch, and it sits naturally alongside the caliber of our 400 plus designer and lifestyle brands," said Tobey

"We couldn't have imagined its blockbuster success and we're thrilled to be working with Matthew Vaughn and Arianne Phillips again on an even more diverse, and wearable collection for *Kingsman: The Golden Circle*, to be sold exclusively on Mr Porter."

The Kingsman: The Golden Circle's Costume to Collection 2.0 will launch globally on Mr Porter in September.

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