

RETAIL

## Mr Porter opens Kingsman pop-up in 300-year-old wine seller's shop

September 7, 2017



*Mr Porter launched the Kingsman collection in January 2015. Image credit: Mr Porter*

By STAFF REPORTS

Online men's retailer Mr Porter is temporarily entering bricks-and-mortar to host a pop-up shop on London's St. James' Street.

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The pop-up will open Sept. 8 and coincides with Mr Porter's second collaboration with the British spy film franchise, "Kingsman." 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," an effort considered a "gold standard" among movie merchandising ([see story](#)).

Dressing the part

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.

Mr Porter's "costume to collection" launched online Sept. 7 and explores the new characters and plots of "Kingsman: The Golden Circle" through apparel and accessories.

Partner brands include Tag Heuer, adidas, Hunter Boots, Stetson cowboy hats, Gold Bear jackets, Jean Shop denim, Western-style shirting by Turnbull & Asser, outerwear by Mister Freedom and Rocky Mountain Featherbed and apparel by Todd Snyder. Additional pieces include glass decanters by Higgs & Crick and a cologne from The Perfumer's Story by Azzi Glasser.



*Kingsman: The Golden Circle* hits theaters Sept. 22. Image credit: Mr Porter

Inspiration comes from the sartorial details of the two films such as a traditional smoking jacket updated in orange velvet and modernized Western-style shirts. All items of clothing and accessories are integral to the world of the characters.

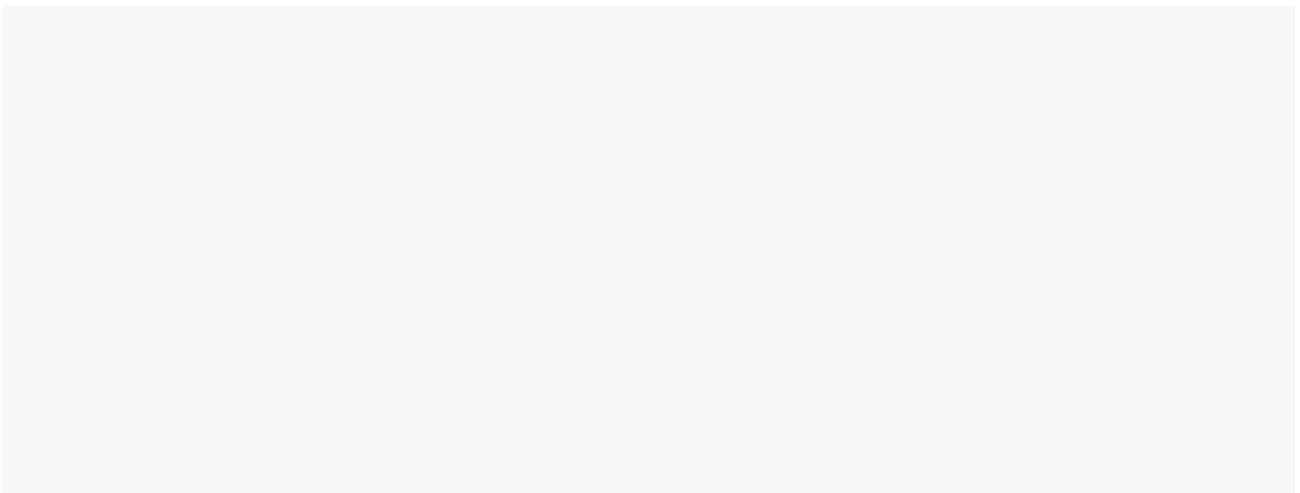
Now in its seventh season since debuting in January 2015, Mr Porter's Kingsman brand is one of the retailer's top sellers.

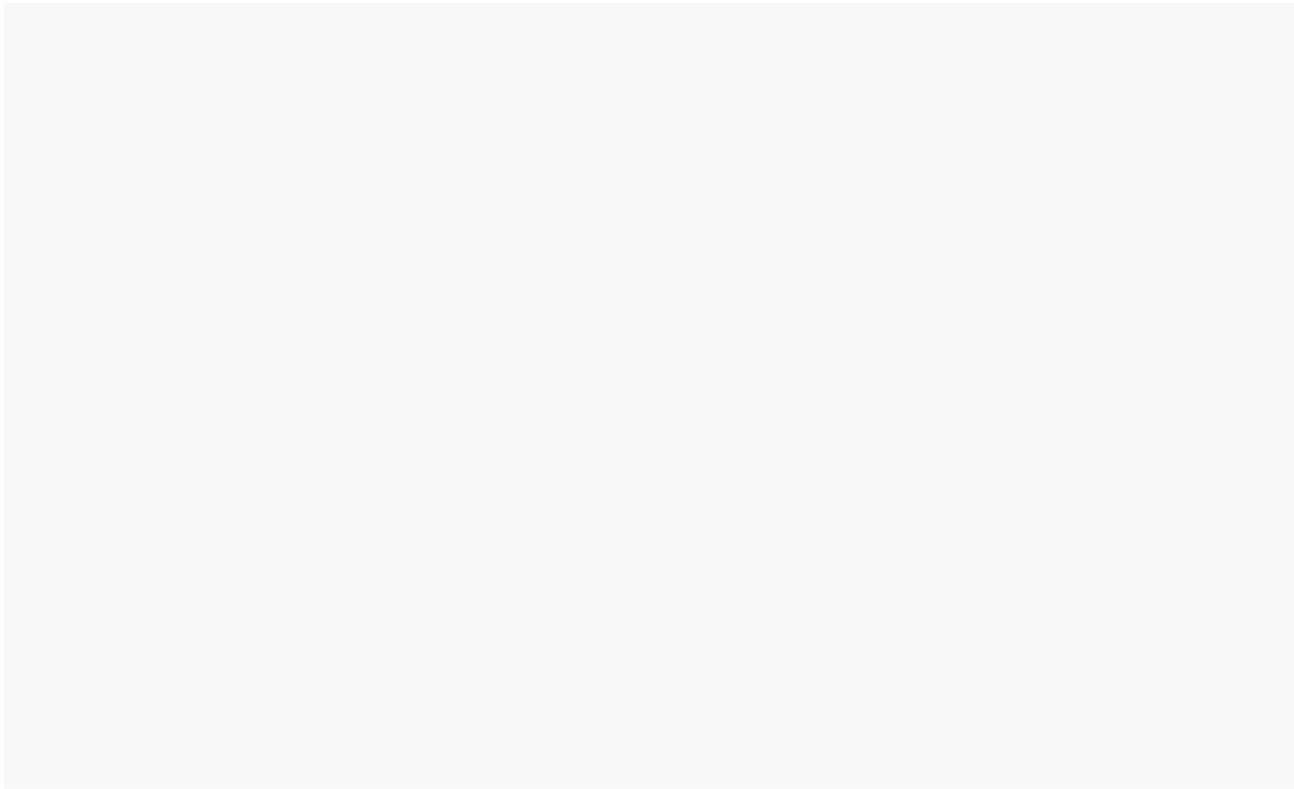
"Kingsman has become one of Mr Porter's top performing luxury brands, seven seasons into its development and launch, and it sits naturally alongside the calibre of our 400-plus designer and lifestyle brands" said Toby Bateman, managing director of Mr Porter, in a statement.

"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, available exclusively on Mr Porter," he said

Bringing the costume to collection range in-store, Mr Porter has opened the first Kingsman's shop within the 300-year-old wine merchant Berry Bros. & Rudd on St. James' Street.

The London wine seller is heavily featured in the film's plot, which will allow Kingsman fans to enter a physical space from the movie.





#MRPORTER is proud to announce that our #Kingsman shop at 4 St. James's Street will be opening this Friday. Come say hi if you're in the area and learn more about the exclusive @kingsmanmovie collection.  
#MRPORTERxKingsman

A post shared by MR PORTER (@mrporterlive) on Sep 5, 2017 at 2:20am PDT

Mr Porter will also host a London shopping event on the evening of Sept. 7, while in New York, the retailer will hold a screening of "Arianne Phillips: Dressing the Part," a brand-produced documentary film celebrating Ms. Phillips' career.

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