

RETAIL

Mr Porter to launch menswear brand Mr P

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Mr Porter's Mr P includes more than 50 menswear pieces. Image credit: Mr Porter, photo by Stefan Hindrichs

By STAFF REPORTS

In November, menswear retailer Mr Porter will begin selling its own in-house fashion label.

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Dubbed Mr P, the collection of menswear staples will debut on Mr Porter's Web site Nov. 7. The Mr P label will include core pieces in addition to five annual limited-edition capsule collections.

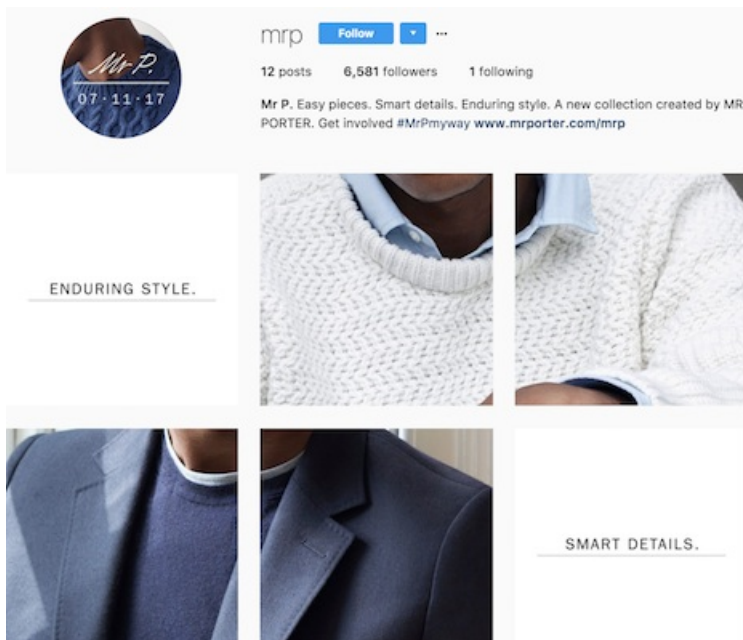
Nice to meet you, Mr P

The Mr P collection will be designed by a team of in-house designers. The debut line set to launch in November was inspired by the late British painter Lucian Freud.

Mr P's debut will include 53 items including cashmere knitwear, Oxford shirts and denim. According to Fashion Monitor, pieces in the collection range from \$72 for a T-shirt up to \$1,154 for a leather jacket.

To promote the Mr P label, Mr Porter has started a dedicated Instagram account @MrP. As of press time, @MrP counts more than 6,000 followers after only 4 days of posts, showing that there is demand and interest from Mr Porter's consumers.

Here, consumers get a sneak peek of what can be expected such as "easy pieces," "smart details" and "enduring style." Clothing sneak peeks include cropped images of knitwear, suit jackets and denim shirts.



Mr Porter created a dedicated Mr P Instagram handle to promote its in-house label. Image credit: Mr Porter

Mr Porter, which carries more than 400 labels and is owned by Yoox Net-A-Porter Group, also runs the Kingsman brand, one of the retailer's top sellers.

Now in its seventh season since debuting in January 2015, the brand is an offshoot of Mr Porter's costume collaboration with the British spy film franchise of the same name ([see story](#)).

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