

APPAREL AND ACCESSORIES

Prada rolls into Mr Porter with nostalgic designs

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Prada is bowling for Mr Porter. Image courtesy of Mr Porter

By STAFF REPORTS

Italian fashion label Prada is linking with online retailer Mr Porter for an exclusive capsule collection that nods to bowling's heydays.

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Available from April 25, Prada's collection features pieces that are inspired by the 1950s and 80s, when the sport reached heights of popularity. Marking Prada's first menswear exclusive for an online retailer, the capsule launch will be supported by an integrated global marketing campaign.

"We are extremely pleased to be part of this exclusive project in collaboration with Mr Porter that we consider being the perfect partner to communicate the values of the brand," said Stefano Cantino, strategic marketing director at Prada Group, in a statement.

"Prada's DNA is in fact about creating products which are really breakthrough that may at times surprise customers, while bringing ideas and ideals to life," he said. "We strongly believe that this partnership with one of the major menswear luxury e-tailers is strategically relevant to our digital transformation in today's changing scenario where we are making significant steps forward."

Strike

Prada's 32-piece collection for Mr Porter spans ready-to-wear and shoes. Included among the designs are camp-collar shirts in Hawaiian or madras prints, striped cardigans and T shirts featuring specially designed Prada bowling logos.

Loafers, creepers and cap-toe sneakers will also be available. Prices will range from \$370 to \$3,490.

To promote the partnership, Mr Porter will launch a campaign across its social media channels, Web site, email and applications. On April 26, Prada will feature in the hero story of Mr Porter's online magazine The Journal.

Also on April 26, the partners will host a Mr Porter x Prada bowling event in New York, bringing the collaboration to life.

Mr Porter x Prada capsule collection teaser

"We are incredibly proud to be working with Prada on this special project and to be the first men's online retailer to partner on an exclusive collection," said Toby Bateman, managing director of Mr Porter, in a statement. "The retro themes of 1950s and 1980s menswear were an effortless inspiration for the campaign and content, and allowed us to easily meld the worlds of Mr Porter and Prada."

While Prada was a later adopter of ecommerce, the group has more recently been looking to digital sales as a growth driver ([see story](#)).

Mr Porter and its sister site Net-A-Porter were the first to retail Prada's ready-to-wear online, with collections that debuted in 2016 ([see story](#)).

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