

APPAREL AND ACCESSORIES

Mr Porter brings Rocketman style from the screen to consumers

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The latest Kingsman collection is inspired by non-fictional character John Reid. Image credit: Paramount Pictures

By STAFF REPORTS

Online men's retailer Mr Porter is working Paramount Pictures for a special collection designed after a film.

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The upcoming collection will be based on the film "Rocketman," the story of musician Elton John. Described as from "costume to collection," the line launches on Mr Porters digital portal on May 29.

Crocodile rock

Rocketman by Kingsman will be Mr Porter's latest concept collection by its in-house tailoring line known as Kingsman.

While the film follows the career and life of famed music artist Elton John, the collection is based on the style of character John Reid in the film. Mr. Reid is a music manager and was also involved romantically with Mr. John.

Rocketman official trailer

The collection will feature 16 pieces and follows other collaborations with filmmaker Matthew Vaughn.

Mr Porter went from costume to collection as well for two partnerships with the film "Kingsman: The Golden Circle."

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](#)).

For "Rocketman by Kingsman," Mr Porter will feature two original suits, a tuxedo jacket, three shirts, six ties and a pocket square as well as a pair of boots.

To tout the upcoming collection, Mr Porter will feature a full-length editorial piece on its magazine known as *The Journal*.

Rocketman will be released in the theaters in the United States on May 31 and on May 24 in the United Kingdom.

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