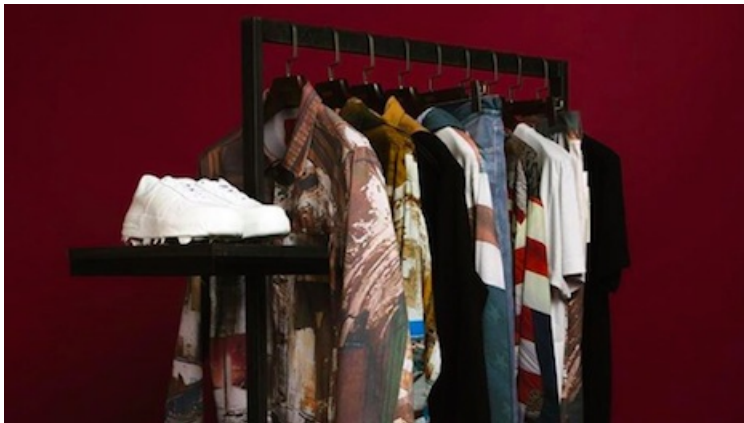


APPAREL AND ACCESSORIES

## Mr Porter emphasizes T-shirts for summer in capsule

May 30, 2019



*424 inc is one of the brands collaborating with Mr Porter's summer capsule. Image credit: 424 Inc.*

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By STAFF REPORTS

Online men's retailer Mr Porter is launching another exclusive capsule collection leaning into casual wear.

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The new capsule will feature a line of exclusive T-shirts, focusing on summer with 17 modern brands. Each label has worked with Mr Porter to create a T-shirt that reflects their brand.

Casual for the summer

Mr Porter's collaboration with these brands is the beginning of a summer-long T-shirt campaign, which will be available only through its platform.

On June 6, the T-shirt campaign will be featured in Mr Porter's editorial magazine, The Journal.



[View this post on Instagram](#)

Denim but make it punk, like Mr @\_johnjarrett - Denim Jacket (1167513), Camp-Collar Shirt (1167514) and Bandana (1167516) all @neighborhood\_official as part of the #MRPORTERTheJapanEdit. Tap to shop or head to the link in bio.

A post shared by MR PORTER (@mrporterlive) on May 24, 2019 at 2:15am PDT

### *Mr Porter often emphasizes casual wear*

Prices on the shirts range from \$40 to \$225 and include brands such as Undercover, Reese Cooper, Noon Goons, Kapital, John Elliott, Billionaire Boys Club, Billy, Aries, 424 and more.

Designs range from an Americana patchwork flag shirt and a distressed skate monster to retro logos and fisherman print.

"T-shirts have always been central to Mr Porter's contemporary buy, and this collaborative capsule provides us with an opportunity to offer our global customers exclusive T-shirt designs and archived prints from some of our long-established brand partners," said George Archer, buyer at Mr Porter, in a statement. "This project also gives us the chance to champion a new generation of designers, many of which will be new to Mr Porter for the coming season."

The online men's retailer is also working Paramount Pictures for a special collection designed after a film.

Mr Porter's current collection is based on the film "Rocketman," the story of musician Elton John. Described as from "costume to collection," the line launched on Mr Porters' digital portal on May 29 ([see story](#)).

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