

RETAIL

Mr Porter's new commitment to health exhibits how prolific wellness has become

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Mr Porter focuses on men's health in its Journal. Image credit: Mr Porter

By BRIELLE JAEKEL

As wellness culture infiltrates the majority of industry sectors, the trend has made its way to men's fashion, as online retailer Mr Porter pivots to commit to men's mental and physical health.

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Mr Porter Health in Mind is an ongoing effort from Mr Porter that hopes to raise awareness about men's health issues through its influencers and global platform. A partnership with charity Movember, Health in Mind will have a fundraising component in addition to editorials, campaign content and other initiatives focused on wellness for men.

"Over eight years as a business, thanks to the loyal support of our readers and customers, Mr Porter has grown into a leading voice in men's style," said Toby Bateman, managing director at Mr Porter. "Now, it's time for us to give something back.

"By working with experts and charity partners such as Movember and creating inspirational content, we hope to help our audiences feel as good on the inside as they look on the outside," he said. "Mr Porter Health In Mind is a passion project for us as a business, and we hope that you join us on this journey as we create new content features, events, campaigns and original product."

Men's mental health

In the past, men's mental health has been stigmatized to where men often do not feel comfortable sharing their feelings.

Mr Porter hopes to change this through its Health in Mind initiative. The Yoox Net-A-Porter-owned retailer's editorial page, *The Journal*, will include a variety of mental health topics for men in addition to other wellness content.

The initiative has partnered with the charity Movember, known for its fundraising for prostate cancer in the month of November, during which men are sponsored for growing their mustaches out. Mr Porter Health in Mind will accept donations later this year to help raise money for men's mental and physical health.

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For guys, one of the biggest challenges we face is normalising conversations about mental health or, to put it simply, talking to each other about how we're feeling. In that spirit, we're making a commitment to raising awareness of physical and mental health with our new initiative, MR PORTER Health In Mind. To kick things off, we spoke to some firm friends from the fashion world (including Messrs @luke_jefferson_day and @bengcobb, pictured here) about the importance of having a mate to talk to. - Head to the link in bio or stories to discover more. #MRPORTERHealthInMind

A post shared by MR PORTER (@mrporterlive) on Jul 25, 2019 at 2:00am PDT

Mr Porter explains that the Health in Mind initiative will be embedded into the retailer's banner programming and role modeling. The retailer hopes to implement these notions within its workplace in addition to reaching consumers.

The Journal now includes a monthly content series where it will profile friendships in fashion with "life-affirming, funny and touching stories from a selection of industry insiders." Features will promote a healthy lifestyle, focusing on what makes readers happy in their lives.

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Whatever your situation, life's a lot easier when you've got someone there to support you. In this week's issue of The Journal, we speak to four sets of BFFs (that's Best Fashion Friends) to find out what they mean to one another. It's part of a new initiative called MR PORTER Health In Mind, in which we celebrate the things that keep us happy. Follow along in the coming weeks and months on Instagram and join the conversation using #MRPORTERHealthInMind @movember

A post shared by MR PORTER (@mrporterlive) on Jul 25, 2019 at 4:51am PDT

Wellness experts who come from a number of industries will contribute to the content, which includes a variety of editorials such as instructional content and tips.

Wellness takeover

After disrupting services, luxury goods and retail, wellness is becoming fully integrated into categories including fashion and fragrances.

More awareness has been brought to individual health as well as the health of the planet, making consumers flock to brands who incorporate wellness into their strategies. According to a report from the Global Wellness Summit, "Eight Wellness Trends for 2019," traditional sectors that previously were unaffected by the wellness movement are being disrupted ([see story](#)).

Consumers' shared desire to incorporate healthfulness and eco-friendliness into their lives is evidenced in the topics they talk about on social media, with subjects such as clean beauty and freeganism rising in popularity this past year.

According to data from the 2019 Topics & Trends Report from Facebook, conversations surrounding sustainable fashion have grown more than three times over in 2018, while detoxification as a term has risen 7.6 times. As marketers prepare to launch campaigns in 2019, Facebook sees these trends as indicators of what will soon reach popularity ([see story](#)).

Mr Porter's inclusion of wellness into the core of its business is yet another example in a long line of initiatives that show just how prolific wellness now is.

"Globally, every minute, a man dies by suicide," said Justin Coghlan, cofounder of The Movember Foundation. "The keys to unlocking mental wellness often begins with a conversation, and we're excited to be igniting this global conversation with Mr Porter and our shared audiences."

"We're thrilled to be a part of Mr Porter's integrated, multi-touch approach to supporting mental health and wellness, and furthering Movember's mission to have an everlasting impact on the face of men's health."

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