

RETAIL

## Mr Porter breaks "Gifts All Wrapped Up" holiday campaign

November 4, 2019



*High heels for high rollers: Mr. Porter's holiday 2019 campaign. Image credit: Mr Porter*

---

By STAFF REPORTS

Menswear retailer Mr Porter today launched its annual holiday campaign with a mix of online, print and outdoor media support to push products and offers from leading luxury fashion and apparel brands.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Called "Gifts All Wrapped Up," the campaign highlights a **selection of holiday gifts** and from apparel, watch, tech, audio and home accessories, and grooming brands.

Mr Porter is a division of Net-A-Porter, the Richemont-owned online retailer that is a leader in luxury ecommerce.

The campaign runs across Mr Porter's worldwide digital marketing channels and select outdoor locations in London.

The retailer on Nov. 7 will introduce a dedicated holiday issue of its Mr Porter weekly digital magazine with expert advice from six gift-giving specialists on how to pick the perfect present.

Additional creative, in the form of photos set in a holiday bazaar setting, will debut Dec. 2.

Mr Porter is collaborating with Net-A-Porter to produce its annual printed gift guide that will be mailed to existing customers.



*Pass the smell test: Mr Porter's holiday 2019 campaign. Image credit: Mr Porter*

## Wide range

Brands participating in the holiday campaign span the range.

For example, in the luxury category, Mr Porter is listing gifts from Berluti, Brunello Cucinelli, Loro Piana, Tom Ford, The Row and Valextra.

Mr Porter will offer 21 watch brands such as Bremont, Cartier, IWC Schaffhausen, Piaget and Ressence, with exclusive and limited-edition time pieces from Bell & Ross, Parmigiani Fleurier, Roger Dubuis, Zenith, and Zenith x Bamford Watch Department x Mr Porter.

In the audio and technology, the site is listing tech gear and home accessories from Bang & Olufsen, Joey Roth, Luzli, Master & Dynamic and Transparent Speaker.

Mr Porter's holiday home category covers brands such as Bellerby & Co Globemakers, Jupe by Jackie and Skyline Chess, with featured product from Asprey, Neo Legend, Soho Home and The Wolseley Collection.

In grooming, brands include Augustinus Bader, La Mer, Tom Ford Beauty, Natura Biss, and Dr. Barbara Sturm, with exclusives from brands such as Czech & Speake, Le Labo, Mr Porter Grooming and SK-II.



*Not exactly by the book: Mr Porter's holiday 2019 campaign. Image credit: Mr Porter*

Mr Porter's exclusives include brands such as Ambush, Lorenzi Milano, Roman & Williams Guild and Tom Ford, as well as private labels Kingsman and Mr P.

Mr Porter's gifting collection also boasts pieces such as Undercover x Medicom's Hamburger Lamp and Bode x Boticelli's hand-painted dishwear.