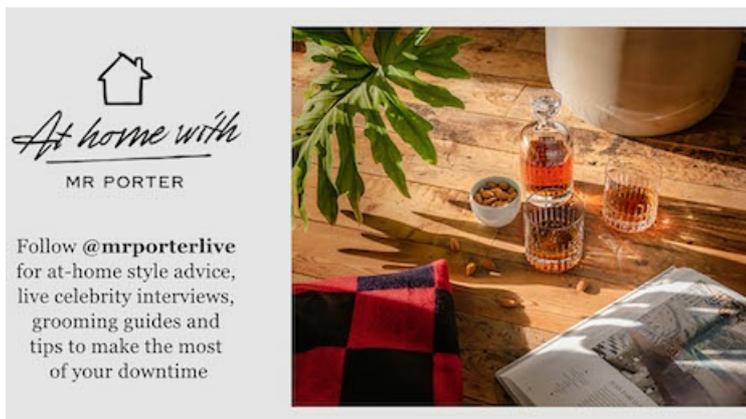


RETAIL

## New "At Home With Mr. Porter" is social push by menswear retailer to engage the housebound

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*Consumers are asked to follow @mrporterlive for at-home style advice, live celebrity interviews, grooming guides and tips to make the most of the downtime. Image courtesy of Net-A-Porter*

By LUXURY DAILY NEWS SERVICE

Online retailer Net-A-Porter's Mr. Porter menswear division has debuted a new social-led content effort called "At Home With Mr. Porter" to engage its housebound readers and customers in this time of social distancing.

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The initiative follows Mr. Porter's Health In Mind effort to help customers and online readers lead happier, healthier and more fulfilling lives, even while at home, as the company puts it.

Home run

Editors lead At Home With Mr. Porter with programming that is published across Mr. Porter's social media, editorial and email channels, as well as on its Web site and apps.

Net-A-Porter and its divisions have been hit hard by the national lockdowns in the United States and Europe. The U.S. store is taking online orders for delayed delivery and expanded returns timeframe, while the European ecommerce business remains shut with a prompt to visit the operation Hong Kong online shop.

Exercises such as "At Home With Mr. Porter" fill the gap and keep the customer ties warm.

The programming lineup includes Instagram Live Q&As Mr. Porter's U.S. editor Chris Wallace and network of experts and tastemakers including NBA basketball player JJ Redick, French chef ric Ripert and designer Rhuigi Villaseñor.

There will be regular video takeovers of Mr. Porter's Instagram channel by its network of collaborators and creatives, including actor and filmmaker Paul Feig and Michelin-starred chef Tom Aikens.



*Keeping guys sane: Online menswear retailer Mr. Porter's Health In Mind initiative for housebound men. Image credit: Mr. Porter*

Fresh and archival **Mr. Porter Health In Mind** content will include articles on how to deal with anxiety and stress, maintaining grooming routine in self-isolation and saving relationships while working from home.

Also, there will be tips on what to do and how, such as books to read, playlists for listening, recipes to cook and the style it takes to look and feel good indoors.

ADDITIONAL DIVERSIONS and surprise interventions will be disclosed as the days go by.

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