

RETAIL

## Mr Porter unveils Italian Masters collection to celebrate verve of Italy

September 21, 2020



*Mr Porter's Italian Masters capsule collection has a cut of emerging and established designers from Italy, showcasing apparel, accessories and homeware. Image courtesy of Mr Porter*

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By LUXURY DAILY NEWS SERVICE

Menswear retailer Mr Porter has introduced a new effort called the Italian Masters to promote exclusive capsule collections from 25 Italian brands across its repertoire.

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The capsule collections will highlight the design, craftsmanship and style of Italy, opening the door for similar spotlights on designers from other countries.

"Italian Masters encompasses an extensive offering of both well-known and speciality Italian brands, all of which have a unique point of view and a distinct craftsmanship sensibility that enhances the overall collection," said Sam Kershaw, buying director at Mr Porter, in a statement.

"We aimed to seek-out and nurture exclusive product stories with each of these outstanding brands, and especially wanted to shine a light on the smaller artisanal partners who are so important to sustaining specific skills and one-of-a-kind manufacturing techniques," he said.

Mr Porter is part of Richemont-owned online retailer Net-A-Porter.



*E. Marinella ties feature in Mr Porter's Italian Masters capsule collection. Image courtesy of Mr Porter*

All Italia

Brands within the **Italian Masters capsule** include Altea, Aspesi, Caruso, De Petrillo, E.Marinella, Etro, Fabbrica Pelletterie Milano, Fornasetti, Francesco Maglia, Giuliva Heritage, Incotex, L.G.R, Lardini, Lorenzi Milano, Massimo Alba, Missoni and Missoni Home, MP Massimo Piombo, Officine Creative, Pineider, Rubinacci, Seed to Skin, Valextra, Valstar and Villa.

The mix comprises small independent artisans as well as established brands that have global recognition.

All told, 259 products across apparel, footwear, accessories and homeware make up the Mr Porter edit for Italian Masters.

Mr Porter will also introduce two new brands to its online store, including Milan-based men's accessories label Villa, as well as Missoni Home and Giuliva Heritage.

Prices range from \$60 to \$11,995.

With the launch of its capsule collection, Mr Porter will list 65 Italian brands' offerings on its site.



*Looks from Mr Porter's Italian Masters capsule collection. Image courtesy of Mr Porter*

Mr Porter will support the Italian Masters with a global digital campaign starting the end of the month as well as dedicated editorial and social content across its platforms including online magazine *The Journal*, the September/October issue of *The MR PORTER Post*, and its Instagram channel [@mrporterlive](#).

Also, Mr Porter has tied up with the Fondazione Cologni dei Mestieri d'Arte to support the foundation's annual "A School, A Job. Training to Excellence" apprenticeship program that matches 25 Italian graduates from leading schools and universities of arts and crafts with 25 Italian artisanal ateliers or businesses.

The theme of this year's apprenticeship is "Renaissance and Sustainability." It runs seven months and includes a month's university training in Milan, followed by six months of on-the-job experience.

"We're also thrilled to partner with the Fondazione Cologni to support future generations of Italian manufacturing and craft," Mr. Kershaw said.

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