

MULTICHANNEL

Mr Porter depicts brand versatility, experience via fall/winter 2012 campaign

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By RACHEL LAMB

Net-A-Porter's men's destination Mr Porter is aiming to grab stylish male consumers with its fall/winter 2012 campaign, "Style Wherever You Are," which is a print and online effort that depicts four global locations and consumers to whom the retailer ships.

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Giving the idea that men can be stylish wherever they are on the globe, the new campaign was shot across four locations and two continents last summer. This includes obvious locations such as Los Angeles but also touches in remote areas such as Iceland to show the span of where Mr Porter ships.

"The goal this season's Style Wherever You Are campaign is to further communicate a key pillar of Mr Porter.com which is service, speed and delivery as well as global access to over 170 brands worldwide," said Mario Muttenthaler, head of sales and marketing of Mr Porter.com, London.

Whenever, wherever

The **Mr Porter** campaign was shot from the Myrdalsjokull glacier in Iceland, a rooftop in downtown Los Angeles and two other areas outside of the two locations.

The model looks range in designers including Ami, Lanvin, Missoni and Maison Martin Margiela.

The campaign was shot by Tom Craig. Mr. Craig was chosen for his travel experience and knowledge as well as the ability to capture a reflection of Mr Porter's varying customers, the brand said.



Mr Porter ad

The ads are running in select print and online publications beginning yesterday.

Another key aspect of this campaign was not only to display all of the new brands, but to highlight Mr Porter's customer service and delivery.

Customer experience is a key component to the luxury industry.

"For the fall/winter 2012 campaign we wanted to highlight the service aspect as well as the diversity of our customer base and seasonality of our offering," Mr. Muttenthaler said.

"The destinations chosen for the campaign each speak to the far-reaching locations that Mr Porter ships to," he said.



Mr Porter ad

Stick to the roots

Luxury retailers' campaigns should not only strive to showcase new products and offerings, but also to effectively portray the brand image.

Many luxury marketers are using print and online in an effort to do this.

For example, Dolce & Gabbana's fall/winter 2012 campaign channeled its heritage and featured an Italian family with movie star glam.

Meanwhile, Italian leather brand Tod's released its fall/winter 2012 multichannel advertising campaign that features images of the ideal male and female customers who mirror the brand DNA ([see story](#)).

Also, apparel and accessories designer Michael Kors used its roots as inspiration for the new autumn/winter 2012 collection that channels 1930s Hollywood Glamour ([see story](#)).

"The seasonal campaign is key to continuing to promote the Mr Porter brand and raise our profile within the online retail space," Mr. Muttenthaler said.

"The aim is to become top of mind as the men's style destination, extend our reach globally and incentivize consumers to purchase from Mr Porter.com," he said.

Final Take

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