

MAIL

Mr Porter pushes holiday buys through latest brand newspaper

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By ERIN SHEA

Men's online retailer Mr Porter is stepping up its holiday marketing efforts by pushing gift ideas through the November/December issue of the Mr Porter Post.

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The 20-page, newspaper-esque product guide features gift ideas, editorial content and expert fashion picks for men. The publication is published bi-monthly and goes out to Mr Porter customers who sign up for the mailer online.

"Mr Porter was designed as an ecommerce site that blends the line between editorial content and product sales," said Elizabeth DeMaso, a New York-based luxury marketing consultant.

"A carefully curated collection of men's clothing and accessories, the brand reaches out to stylish men to provide fashion advice and guidance," she said.

"Extending that format to a mail piece is an effective way to build awareness and drive traffic."

Ms. DeMaso is not affiliated with Mr Porter, but agreed to comment as an industry expert.

Mr Porter was unable to comment before press deadline.

Return of the Tux

The front page headline on the November/December issue of the Mr Porter Post reads “The Return of the Tux.”

The story discusses the tuxedo as the most-stylish outfit for the holiday season.

Running with the story is an image of Dean Martin, Sammy Davis Jr. and Frank Sinatra together wearing tuxedos. The image is dated in the mid-1960s.



Front cover

On the next page is an overview of the Mr Porter Web site and style guide.

The following page continues the tuxedo story from the front cover and features a “They wore them well” section that shows celebrities wearing tuxedos.



Inside the cover of the Mr Porter Post

Mr Porter seems to be making a big push for the tuxedo since its Tux App is advertised below.

On the following pages of the Mr Porter Post, there is a recreation of part of The Tux App that gives men instructions on “How to dance (with pride).”

In November, the retailer released its first iPad app that acts as an interactive magazine and video hub centered on the tuxedo.

The Tux app is split into four chapters that each focuses on a different aspect of wearing a tuxedo. The magazine-style app is likely meant to assert the brand as an authority on black-tie menswear as well as increase mobile transactions through links to its ecommerce site placed throughout the content ([see story](#)).

Gift ideas

After the tuxedo sections, the next few pages of the Mr Porter Post are devoted to a gift guide that is divided into two sections - one for men and one for women.

The men’s section includes various apparel items such as a tie, shoes, a sweater and other items. Also included is a book, a grooming kit and a Champagne bucket.



Men's gift section

Between the gift guides is a two-page advertisement for Slowear.com.

The women's gift section includes an article on how to make sure a woman is happy with her gifts.

Gifts for women pictured are shoes, jewelry, silk-satin pajamas and a sweater.



Women's gift section

Readers are also encouraged to visit sister site Net-a-Porter.com to find more gift ideas.

More editorial content comes next such as a feature on men and their various outdoor activities, an interview with artist Jonathan Horowitz and a style guide with picks from men in the fashion industry.

The last two pages show off a selection of patterned sweaters and a page full of accessories.



Men's sweaters and accessories

An Omega ad takes up the back page. It shows a still from Skyfall.



Omega ad

The November/December issue of the Mr Porter Post is the publication's 12th issue. It began printing two years ago.

In addition to the Post, Mr Porter also offers an email newsletter and a weekly online blog titled The Journal.

The newspaper's look and feel may capture more attention from men compared to a typical print mailer.

“Using a newspaper format is an especially appealing vehicle for men who may not be interested in a traditional mail catalogs,” Ms. DeMaso said.

“It is an advantage in gaining interest from these men who are less likely to shop online,” she said.

Final take

Erin Shea, editorial assistant on Luxury Daily, New York

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