

INTERNET

## Mr Porter illustrates proper shaving etiquette in latest how-to video

December 16, 2013



By JEN KING

Online menswear retailer Mr Porter is teaching its male following the art of shaving with a new social video that promotes products sold by the ecommerce store.

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Part of a new series of tutorial videos, Mr Porter's "How To: Shave Well" stars Charlie King, a barber at London's Pankhurst men's club. Tutorial-style videos engage consumers by showing their potential purchases in use while echoing the overarching Mr Porter lifestyle.

"Another clever, high-production value, tongue-in-cheek video that strengthen Mr Porter's position as the brand that means man," said Arthur Vallin, creative director at [Antebellum](#), New York.

"When content and commerce fuse into a new breed of shopping destination, fueling engagement through video vignettes informed by the male retailer merchandising calendar," he said. "Mr Porter is not the first one to do this, but certainly shows us one of the best execution out there: view, click, shop.

"When online retailers boast substantial audience, they become exceptional marketing platforms for the brands they carry."

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

Mr Porter did not respond by press deadline.

### Tips of the trade

Mr Porter is promoting its latest series of videos on its Facebook page. The post features a short introduction and includes a link to purchase grooming products available through Mr Porter.

The video begins with a shot of the grooming station where Mr. King begins his demonstration. Set against a white background, the only thing seen is an old-fashion barber's chair, a table topped with shaving instruments, a basin, mirror and towels and a stand-up full-size mirror.

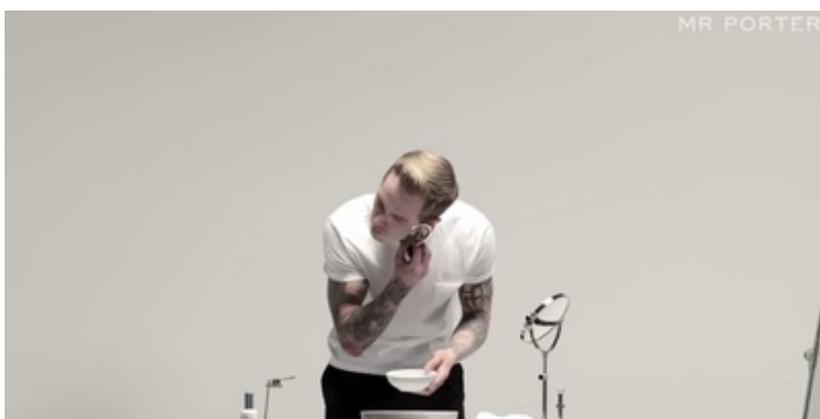
Mr. King's black pants, white t-shirt and shoes matches the interiors and products shown in the film. As the title credit disappears, Mr. King walks into the frame.



### *Pankhurst's Mr. King for Mr Porter*

The video's narrator begins detailing the actions of Mr. King. In step one, the narrator describes how Mr. King splashes water on his face and holds a warmed towel up to his skin. The narrator also explains the purpose behind each action. For instance, a warm towel held to the face softens the hairs, making it easier to shave them.

While the narrator follows Mr. King's actions, additional tips appear in thought bubbles on the viewer's screen. Animated white lines are used to emphasize the actions Mr. King is performing.



### *Circular lines depicting motion*

Step two explains to the viewer what shaving tools are needed. Shaving tools mentioned include a razor handle fitted with a Gillette Mach3 blade, a shaving brush and shaving soap or foam.

The video explains how to prepare the shaving cream and apply to the skin in circular motions with the brush. Once Mr. King's skin is lathered with a decent amount of shaving cream, step three is introduced.

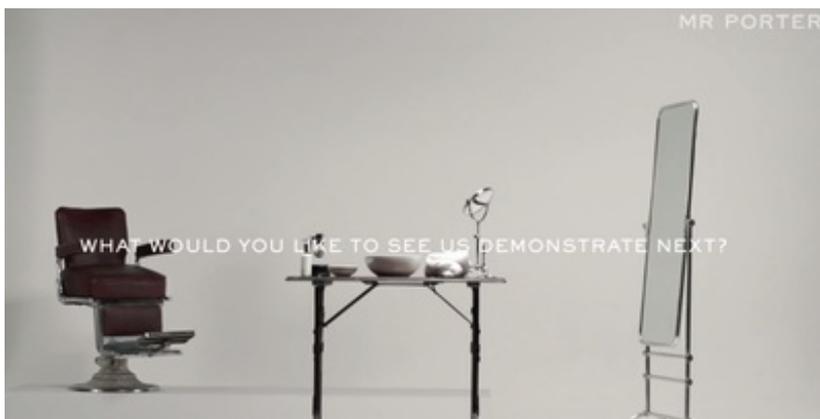
Step three walks the viewer through the actions necessary to shave properly. Step four shows Mr. King after he has shaven and drying his face with a clean towel.

Lastly, step five gives the viewers suggestions as to how to care for skin post-shave by recommending a moisturizer to keep skin soft, nourished and smelling fresh. The film ends as Mr. King puts on a white dress shirt and walks out of the frame.

Embedded Video: [//www.youtube.com/embed/7T3NNklMctA](https://www.youtube.com/embed/7T3NNklMctA)

*How To: Shave Well – Mr Porter & Pankhurst London*

Before ending, the video asks the viewer, "What would you like to see us demonstrate next?" This allows Mr Porter enthusiasts to give input as to the direction of the video How To series.



*Suggestions prompt*

A click-through on the link in Mr Porter's Facebook post lands on the grooming product's section of its Web site. Grooming products carried by the online retailer include Aesop's Mr Porter Grooming Kit, Baxter of California, D R Harris, Le Labo and Czech & Speake.

Lifestyle on film

Mr Porter has used other videos to portray the lifestyle of its consumers alongside its curated selection of high-end menswear and accessories.

For example, the retailer advised its consumers how to stylishly wear certain garments in five different ways with a video series rife with product references on its online magazine Journal.

The latest "Five Ways to Wear" video provides examples of how to wear a cardigan under the guidance of style director Dan May. By demonstrating that, like most other garments, the cardigan is only as stylish as its complementary pieces, the video is able to advertise a

surprisingly large array of products ([see story](#)).

Additionally, Mr Porter partnered with four apparel and accessory brands and bespoke travel agency Black Tomato to curate a video series highlighting destinations around the world. The “InsiderTrack” video series will be told through the perspective of men living in the featured destination ([see story](#)).

In a retail atmosphere where consumers are increasingly demanding a how-to video lets brands convey a message easily.

"More than mimicking [the in-store experience], it's about adding depth to the experience, it's about delivering advice, education and entertainment, resulting in a better experience for an educated, demanding consumer that wants it all," Mr. Vallin said.

Final Take

*Jen King, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/SFZfr4U-aKw](https://www.youtube.com/embed/SFZfr4U-aKw)

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