

INTERNET

Mr Porter showcases customer service with video series

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By SARAH JONES

Menswear online retailer Mr Porter has started a new season of its Style Clinic series to address sartorial concerns of its fashion-conscious male audience.

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Luxury Daily

Mr Porter released the first episode in its online magazine "The Journal," with a call for submissions of questions from its consumer base. By talking directly to its audience, and asking for participation, Mr Porter will be able to further showcase its one-on-one styling customer service.

"With this video series, Mr Porter is showcasing a commitment to outstanding customer service," said Andrea Wilson, Fort Worth, TX-based director of digital strategy and luxury practice lead at [iProspect](#).

"Beyond orders, Mr. Porter offers clients style advice in a fun and whimsical way," she said. "This series highlights the added value to the US affluent male's needs by featuring relevant product and style perspective.

"Mr Porter is likely targeting a younger, aged 20 to 45, affluent male with a basic realization of the importance of style. From the integration of humor in the video, it seems the targeted audience doesn't take fashion too seriously, but does understand its

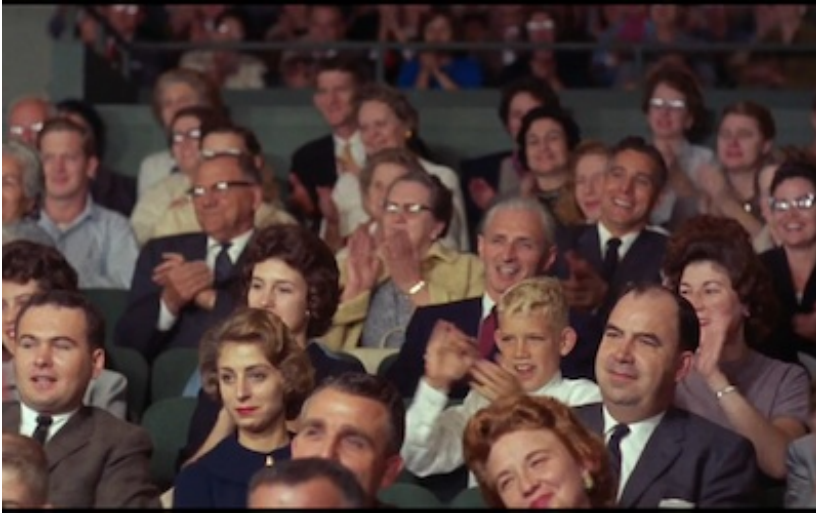
importance."

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

Mr Porter was unable to comment directly.

Advice column

The episode begins with an aerial shot of the audience, which then pans down to show them up-close, retro hairstyles and outfits.



Video still from Style Clinic Episode 1

After the theme music plays out, the host explains how the show will work, telling the audience that they will be helping a man who is stressed about his dressing. The host will then plug his question into the show's "technology of tomorrow" and give him three solutions.

A caller named Tom then calls into the show. Tom explains that as a tenured professor in his 30s he spends his time surrounded by older colleagues and much younger students, and does not know how to dress to fit in with either group.



Video still from Style Clinic Episode 1

The "technology" is an old-fashioned television, which plays three different outfit options on the screen.

For this specific dilemma, the Style Clinic gives Tom three outfit ideas: a grey suit, a sweater and slacks and a tweed blazer with jeans. As it is showing the outfits, the brand names of items appear.

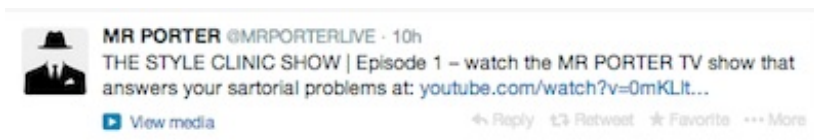


Video still from Style Clinic Episode 1

At the end of the video, the host tells viewers that if they have their own style dilemmas, they can get in touch through email or on Twitter with the hashtag #StyleClinic.

The video ends with a message for Mr Porter toothpaste.

On top of the video's placement in The Journal, Mr Porter posted it to its social media accounts.



Tweet from Mr Porter

The Style Clinic series reflects the service that Mr Porter's "Style Advisors" give. Consumers can contact them via email or phone to get advice on fit, style an outfit, update their wardrobe or pick out a gift.

Common theme

The style of this video fits with the vintage theme Mr Porter has used for previous films.

For instance, the ecommerce site released a short video based on beloved British children's book and television series Mr Benn to appeal to consumer nostalgia during the holiday season.

Mr Porter enlisted the original writer of the Mr Benn book and BBC series, David McKee, who used a similar story line for the retailer, showing the title character going to his favorite costume shop, but then choosing to shop instead from the Mr Porter app. By using a familiar character in a holiday promotion, Mr Porter was able to both entertain consumers and promote its own services ([see story](#)).

Also, Mr Porter has previously created how-to content for men, part of its placement as the

go-to destination for men's style.

For instance, Mr Porter taught its male following the art of shaving with a social video that promoted products sold by the ecommerce store.

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 ([see story](#)).

While the first video in this season is engaging, Mr Porter could drive consumer interaction even more.

"The first video in the series was relatively engaging, showing high potential for the series to also be," Ms. Wilson said. "The vintage theme is clever, as is the humor and style guidance.

"However, there are opportunities to increase audience involvement by making some tweaks to future videos in the series," she said. "For example, sharing the call to action at the beginning of the video instead of the end will help showcase up-front the immediate action the viewer should take.

"I'd recommend shortening the video series to under five minutes, as it can get too long for the male audience. They will want the style advice much sooner."

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York