

****EMBARGOED UNTIL 11 APRIL 2018****

MR PORTER
— X —
PRADA

**MR PORTER AND PRADA TO LAUNCH EXCLUSIVE BOWLING-INSPIRED CAPSULE
COLLECTION APRIL 2018**

11 APRIL 2018 (GLOBAL) – MR PORTER, the award-winning online destination for men’s style, is pleased to partner with leading Italian luxury fashion house **PRADA** to launch an exclusive capsule collection rooted in bowling nostalgia. This is **PRADA’s** first menswear exclusive with an online retail partner.

Debuting on MR PORTER on 25 April, the **32-piece capsule collection** is anchored in ready-to-wear and shoes. It draws from eras of bowling popularity – the 1950s and 1980s – and features camp-collar shirts in Hawaiian and pop-cartoon prints and madras and gingham checks, mid-century-style block-panelled stripe cardigans and stripe knit T-shirts, blouson jackets in satin and suede and two printed T-shirts with exclusive **PRADA** bowling logos, both referencing the eras of inspiration. Pleated and flat-front trousers, polo shirts and a mohair bi-colour wool blazer complete the ready-to-wear offering. Loafers, creeper and cap-toe Derbies and cap-toe sneakers in nubuck and deer skin make up the exclusive offering of shoes.

This capsule collection is a joint vision of both **PRADA’s** and **MR PORTER’s** modern approach to classic men’s wear, with an injection of fun and function.

To celebrate the partnership, **MR PORTER** will launch an integrated global marketing and content campaign, across its social media, email, website and app platforms, culminating in a **MR PORTER x PRADA** hero story with video in *The Journal* and a **MR PORTER x PRADA** bowling event in New York City, both on 26 April.

“We are incredibly proud to be working with Prada on this special project and to be the first men’s online retailer to partner on an exclusive collection. The retro themes of 1950s and 1980s menswear were an effortless inspiration for the campaign and content, and allowed us to easily meld the worlds of Mr Porter and Prada.”

Mr Toby Bateman, Managing Director, MR PORTER

“We are extremely pleased to be part of this exclusive project in collaboration with MR PORTER that we consider being the perfect partner to communicate the values of the brand. Prada’s DNA is in fact about creating products which are really breakthrough that may at times surprise customers, while bringing ideas and ideals to life. We strongly believe that this partnership with one of the major menswear luxury

e-tailers is strategically relevant to our digital transformation in today's changing scenario where we are making significant steps forward."

Stefano Cantino, PRADA Group Strategic Marketing Director

Prices from the MR PORTER x PRADA capsule collection range from £260/\$370/€255 to £2,450/\$3,490/€2,700.

To view MR PORTER's current PRADA offering: mrporter.com/mens/designers/prada

For more information, please contact:

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About MR PORTER

MR PORTER launched in February 2011. It has since established itself as the award-winning global retail destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands – including Saint Laurent, Prada, Gucci, Brunello Cucinelli, Ermenegildo Zegna, Moncler, Acne Studios, A.P.C., Kingsman, Tom Ford, Common Projects, IWC Schaffhausen, Bremont and its own brand, Mr P. MR PORTER complements its best-in-class menswear with ever-growing, industry-advancing categories, such as fine watches, grooming, performance, sport, tech and lifestyle. Additionally, MR PORTER publishes unmatched content through its weekly shoppable digital magazine, *The Journal*, its bimonthly newspaper, *The MR PORTER Post*, and its bite-sized, several-times-a-day digital news source, *The Daily*, all powered by MRPORTER.COM. MR PORTER video content is also streamable and shoppable from its very own Apple TV app. MR PORTER champions unparalleled customer service with express worldwide shipping to more than 170 countries, including same-day delivery to New York and London and next-day delivery to the UK, US, Germany and France, a seamless shopping experience across mobile, tablet, desktop, email and telephone, signature white and black packaging, easy returns and a multi-lingual customer care and personal-shopping team who are available 24/7, 365 days a year.

mrporter.com

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About PRADA

Since 1913, Prada has been synonymous with cutting-edge style. Its intellectual universe combines concept, structure and image through codes that go beyond trends. Its fashion transcends products, translating conceptuality into a universe that has become a benchmark to those who dare to challenge conventions focusing on experimentation. Prada is part of the PRADA Group (HKSE Code: 1913), a world leader in the luxury goods sector. The Group operates with the Prada, Miu Miu, Church's and Car Shoe brands in the production and distribution of luxury handbags, leather goods, footwear, apparel and accessories. The Group also operates in the food sector with Pasticceria Marchesi and in the eyewear and fragrance segments, under licensing agreements, applying the same criteria of excellence and high quality. Its products are sold in 70 countries worldwide through a network that includes 625 directly operated stores (DOS) (at 31 December 2017) and a select network of luxury department stores, independent retailers and franchise stores. www.prada.com

(Instagram: @prada / Facebook: prada / Wechat: PRADA)