

MR PORTER

MR PORTER LAUNCHES NEW PODCAST SERIES *THE DETAILS*

1 May 2020, GLOBAL – MR PORTER, the award-winning global retail destination for men's style, is pleased to release a new series of The MR PORTER Podcast, *The Details*.

Available from 1 May, *The Details* focuses on the little things that matter in the male wardrobe, delving into the history of zips, buttons, stitching, pleats, collars and labels to tell a story about the evolution of contemporary menswear.

Over the course of six 30-minute episodes, *The Details* takes listeners on a journey across the globe, from the cutting rooms of London's Savile Row to a factory floor in Nara, Japan, with stop-offs in New York, Paris, Naples and beyond. Hosted by writer and MR PORTER Contributing Editor **Mr Adam Welch**, and with a historical backbone provided by **Professor Andrew Groves** of London's University of Westminster, the series brings together interviews with collectors, enthusiasts, craftsmen and some of the most detail-obsessed names in contemporary fashion.

Interviewees for this season include: **Ms Margaret Howell**, **Mr Thom Browne**, **Ms Emily Bode**, **Mr Olivier Rousteing**, **Mr Luca Rubinacci**, **Messrs Michael Amzalag** and **Mathias Augustyniak** of M/M Paris and **Mr Ian Bergin** of Barbour and **Mr Gaku Tsuyoshi** of FDMTL.

The following details are covered in each episode:

Episode 01: Buttons

The button is a wonderful thing: ancient in design, pleasing to the touch and eminently collectable. In this opening episode, Mr Welch visits **Ms Margaret Howell** in London and **Auralee** in Japan to have a rummage through their button collections.

Episode 02: Collars

One of the most trend-sensitive details in menswear, the collar has a lasting life in the modern world, both in the hands of **Barker**, a traditional collar-maker in Somerset, and, as **Mr Thom Browne** explains in this episode, as a piece of timeless utilitarian design.

Episode 03: Labels

In this episode, Mr Welch visits multi-award-winning art directors **Messrs Michael Amzalag** and **Mathias Augustyniak** of M/M Paris and **Barbour's** head of menswear **Mr Ian Bergin** to discuss what makes a label.

Episode 04: Zips

This episode discovers why the zip has a special pull for **Balmain's** creative director **Mr Olivier Rousteing** and explores the next frontier in zip technology with the **North Face Japan**.

Episode 05: Pleats

Whether you're broad-chested or rake-thin, it's pleats and darts that will make sure you look good. In this episode, Mr Welch explores their technical merits at **Huntsman** in Savile Row and drops in for an appointment with **Mr Luca Rubinacci** – the man behind modern tailoring's most generously pleated trousers.

Episode 06: Stitching

Stitching is more than what holds a garment together, so this episode explores the Japanese art of *sashiko* stitching with Tokyo-based designer **Mr Gaku Tsuyoshi** and quizzes **Ms Emily Bode** on how she's using stitching to drive a new, more sustainable mode of consumption in men's fashion.

The *MR PORTER Podcast* is available on Apple Podcasts, Spotify and all major podcast providers, as well as through the refreshed and reimagined MR PORTER *The Journal*.

www.mrporter.com/thedetails.

FOR MORE INFORMATION, PLEASE CONTACT:

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About MR PORTER

Since launching in February 2011, MR PORTER has established itself as the award-winning global retail and content destination for men's style, with an unparalleled product offering from the world's best menswear and luxury brands, including Balenciaga, Brunello Cucinelli, Cartier, Dunhill, Gucci, IWC SCHAFFHAUSEN, Loro Piana, Nike, Panerai, SAINT LAURENT, TAG Heuer, TOM FORD and own labels Mr P. and Kingsman. MR PORTER publishes unmatched content through its shoppable digital magazine, *The Journal* and its bi-monthly newspaper, *The MR PORTER Post*. In 2019, MR PORTER founded MR PORTER Health In Mind, a content and fundraising initiative to raise awareness around men's mental health, with charity partner Movember. MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York and London, and provides a seamless shopping experience across mobile, tablet and desktop, with easy returns and multi-lingual customer care and personal-shopping teams who are available 24/7, 365 days a year.

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