

MR PORTER

LAUNCHES AN EXCLUSIVE FOOTWEAR CAPSULE CELEBRATING THE 'BEST OF BRITISH LOAFERS'



APRIL 17, 2019 (GLOBAL) – **MR PORTER**, the award-winning online destination for men's style, is pleased to introduce the **'Best of British Loafers,'** an exclusive capsule featuring contemporary takes on the loafer from seven esteemed English shoemakers, including: ***Cheaney, Church's, Edward Green, George Cleverley, Grenson, John Lobb*** and ***Tricker's***.

The Spring-Summer 2019 capsule features **29 styles** from the seven brands, in a range of leather, suede and tasseled versions.

Highlights from each brand include:

Cheaney - 'Dover D' penny loafer in a navy perforated leather and unlined, perfect for warmer temperatures

Church's - Handsome 'Oreham' loafer in a burgundy polished-leather with distinctive kiltie fringing and tassels

Edward Green - Appropriately titled 'Islington' loafer in a warm and versatile light-brown snuff suede, built with a sturdy rubber sole

George Cleverley - Relaxed 'Hedsor' slipper in a supple navy suede with soft quilted linings for a comfortable fit

Grenson - Black suede and pony hair loafer with a chunky, tonal black sole serving up a fusion of punk and prep

John Lobb - 'Thorne' penny loafer in a dark brown suede, unlined for comfort and ease with a low profile rubber sole

Tricker's - Classic step in 'James' loafer in a lightweight black suede with a rubber-crepe sole to keep you steady on every surface

"Loafers have always been an essential component of every man's wardrobe. As purveyors of the modern man's wardrobe, we are pleased to work with some of the foremost names in the shoe business to offer our customer what we believe are some of the best slip-on shoes available."

David Morris, MR PORTER Footwear Buyer

The exclusive 'Best of British Loafers' capsule launches on **Wednesday 17 April**, followed by a second product drop on **Friday 19 April**, and will be featured in MR PORTER's weekly online magazine, *The Journal*, on **Thursday 18 April**.

Prices range from £325 - £990.

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 lifestyle brands, including own labels *Mr P.* and *Kingsman*. 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*. MR PORTER offers express worldwide shipping to more than 170 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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