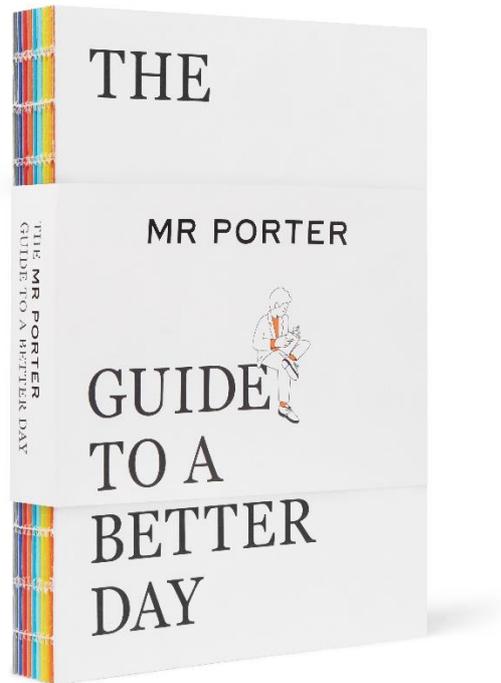


# MR PORTER

WITH THAMES & HUDSON PUBLISH A NEW BOOK *THE MR PORTER GUIDE TO A BETTER DAY* OUT 15 JUNE



**15 June 2020 (GLOBAL)** – **MR PORTER**, the award-winning online destination for men's style, is pleased to launch its latest book with London-based publisher Thames & Hudson. *The MR PORTER Guide To A Better Day* is a handsomely designed instruction manual to help men live effortlessly and elegantly in the modern world.

*The MR PORTER Guide To A Better Day* covers all aspects of a typical 24-hour period – and beyond - featuring practical how-to-guides, helpful tips, tricks and insights for enhancing life's daily diurnal rituals. The new book navigates everything from one's morning routine to exercise, grooming, work, mental health, style and travel, alongside expert advice on topics including how to talk to your personal trainer and how to get a good night's sleep. The book also features profiles, interviews and insider tips from the world's most interesting and thoroughly well-put-together men, including Messrs Tom Ford, Virgil Abloh, Jon Hamm, Laird Hamilton and Francis Mallmann.

*The MR PORTER Guide To A Better Day* will be available from [mrporter.com](http://mrporter.com) on **Monday 15 June 2020**, and will retail for £30 / \$40 / €35, with 100 per cent of net profits\* donated by MR PORTER to the **MR PORTER Health In Mind Fund powered by Movember**. This is the charity arm of MR PORTER's recently launched content and fundraising initiative, [MR PORTER Health In Mind](http://MR PORTER Health In Mind), in support of men's mental and physical health, and in partnership with Movember.

Preview *The MR PORTER Guide To A Better Day* in *The Journal*:  
[mrporter.com/journal](http://mrporter.com/journal)

Learn more about **MR PORTER Health In Mind** [here](#).

Creative Direction and Design by [B.A.M.](#)

Download high-res image of book [here](#).

***\*Net profits is the sale price of the item less any applicable sales tax and/or duties, the original cost of the product, and any associated inbound taxes, duties and shipping charges.***

**FOR MORE INFORMATION, PLEASE CONTACT:**

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### **About MR PORTER**

Since launching in February 2011, MR PORTER has established itself as the world's leading, award-winning online destination for men's style, with an unparalleled product offering from the best menswear and luxury brands, including categories that range from fine watches and lifestyle through to own labels Mr P. and Kingsman.

MR PORTER produces unmatched digital and printed content across its shoppable online 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 in partnership with Movember, developed to raise awareness around men's mental and physical health.

MR PORTER offers express worldwide shipping to more than 180 countries, including same-day delivery to New York, London and Milan, while providing 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.

MR PORTER is a part of the YOOX NET-A-PORTER Group – the world leader in online luxury and fashion that comprises a complete luxury retail ecosystem. The Group sells directly to customers globally through its own family of multi-brand online shops NET-A-PORTER, MR PORTER, YOOX and THE OUTNET. The Group's Online Flagship Stores division partners with many leading luxury brands to power their own e-commerce destinations. The Group has more than 4.3 million high-spending active customers globally. As pioneers in bringing together the realms of technology and luxury, YOOX NET-A-PORTER satisfies the most discerning clientele with expertly curated products from the best luxury brands, personalised end-to-end service, the latest technology and inspiring content, all shaped by 20 years of insights into the modern luxury shopper.

For more information about MR PORTER and the YOOX NET-A-PORTER Group, visit [www.mrporter.com](http://www.mrporter.com) and [www.ynap.com](http://www.ynap.com).

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