

MR PORTER

HEALTH IN MIND

Helping men to lead happier lives

MR PORTER ANNOUNCES COMMITMENT TO MEN'S MENTAL AND PHYSICAL HEALTH WITH THE LAUNCH OF

MR PORTER HEALTH IN MIND

A CONTENT AND FUNDRAISING INITIATIVE WITH MOVEMBER

(GLOBAL) 25 July 2019 – MR PORTER, the award-winning online destination for men's style, announces today an evergreen commitment to men's mental and physical health, through the launch of **MR PORTER Health In Mind**, a content and fundraising initiative with men's health charity partner **Movember**.

MR PORTER Health In Mind aims to use MR PORTER's global platform and influence around the world to raise awareness around key issues facing the modern man, with an overall mission to provide tools and resources for our customers to lead healthier and more confident lives. By partnering with Movember, MR PORTER has cultivated a leading global charity partner and expert on men's mental and physical health, as well as a consultant in developing future fundraising streams to support Movember's health and wellness initiatives.

MR PORTER Health In Mind will launch in two parts:

In today's [Journal](#), MR PORTER publishes the first in a monthly content series under **MR PORTER Health in Mind**, a profile of friendships in fashion that captures life-affirming, funny and touching stories from a selection of industry insiders. The monthly content series will include lifestyle features such as this, which offer positive examples of individuals and groups of men who embody the things in life that keep us happy. Additionally, the **MR PORTER Health in Mind** content will include instructional pieces, tips and life hacks from leaders and experts in the mental and physical health and wellness space.

In October, the **MR PORTER Health In Mind Fund powered by Movember**, will launch. Developed by charity partner Movember, the fund will launch with a kick-off fundraiser in London and will be incorporated into an integrated online content and social campaign. Proceeds of the fund will support existing Movember men's health initiatives, and MR PORTER and Movember will co-collaborate on assigning donations that support additional charities and organizations tied to mental health throughout the world.

MR PORTER Health In Mind, will also be integrated into banner programming and role-modelling within the YOOX NET-A-PORTER GROUP, as supported by the business's Sustainability and Inclusion team. Alongside the Group's tools to support mental wellbeing within the workplace, **MR PORTER Health In Mind** will be reflected on internal communications portals, and through ongoing activities to promote awareness around mental health.

“Over eight years as a business, thanks to the loyal support of our readers and customers, MR PORTER has grown into a leading voice in men's style. Now, it's time for us to give something back. By working with experts and charity partners such as Movember and creating inspirational content, we hope to help our audiences feel as good on the inside as they look on the outside. MR PORTER Health In Mind is a passion project for us as a business, and we hope that you join us on this journey as we create new content features, events, campaigns and original product.”

Mr Toby Bateman, Managing Director, MR PORTER

“Globally, every minute, a man dies by suicide. The keys to unlocking mental wellness often begins with a conversation, and we’re excited to be igniting this global conversation with MR PORTER and our shared audiences. We’re thrilled to be a part of MR PORTER’s integrated, multi-touch approach to supporting mental health and wellness, and furthering Movember’s mission to have an everlasting impact on the face of men’s health.”

Mr Justin Coghlan, Co-founder, The Movember Foundation

To learn more about **MR PORTER Health in Mind**, visit:

<https://www.mrporter.com/hub/health-in-mind/>

To read today’s *Journal* featuring **MR PORTER Health in Mind** stories, visit:

<https://www.mrporter.com/journal>

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.

www.mrporter.com

Instagram: @mrporterlive / Facebook: @mrporterlive / WeChat: MRPORTERLIVE

About Movember

The Movember Foundation is the leading global men’s health charity.

The Foundation raises funds to deliver innovative, breakthrough research and support programmes that enable men to live happier, healthier and longer lives. Committed to disrupting the status quo, millions have joined the movement, helping fund over 1,200 projects focusing on prostate cancer, testicular cancer and suicide prevention.

In addition to tackling key health issues faced by men, the Foundation is working to encourage men to stay healthy in all areas of their life, with a focus on men staying socially connected and becoming more open to discussing their health and significant moments in their lives.

The Foundation’s vision is to have an everlasting impact on the face of men’s health. Join the movement at Movember.com.