

INTERNET

Mulberry enlivens spring collection through creative project

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Instagram photo from Mulberry

By SARAH JONES

British fashion label Mulberry is spotlighting its heritage with a series of digital features created by budding creative talent hailing from England.

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Luxury Daily

"From England With Love" debuted with a film featuring actress and dancer Cressida Bonas, who frolics through a patch of grass growing mysteriously in the middle of a courthouse. The video is an entertaining way for Mulberry to showcase its spring collection, while potentially gaining attention from its well-known star.

"There's commercial value in influence," said Juliet Carnoy, marketing manager at Pixlee, San Francisco.

"But one of the reasons that celebrity endorsements is such a valuable marketing tool is due to the celebrity's active fan base on social media," she said. "Each one of the celebrity's followers also becomes an influencer who has the potential to further push the brand's message across the social stratosphere."

Ms. Carnoy is not affiliated with Mulberry, but agreed to comment as an industry expert.

Mulberry was unable to comment directly before press deadline.

Garden party

Mulberry introduced its campaign via email, social media and its Web site homepage, inviting consumers to “discover the story.”

The film is meant to evoke the carefree feeling of an English garden in summer.

At the start, Ms. Bonas opens the doors to an entrance hall, with the light of the space showing her only in silhouette. She enters, and proceeds to a central staircase, which is covered in grass and roped off.

The actress kicks off her shoes and touches one foot to the grass. As she does, a soundtrack begins to play.



Video still

She pauses for a moment, and the music stops. After a moment of hesitation, she begins to run up the stairs to the music of ESG.

When Ms. Bonas reaches the second floor, she begins to spin, boogie and hair flip her way through a room. She comes across a darkened space in the next room, where a Bayswater bag sits surrounded by mirrors.



Video still

After dancing with herself in the mirror, she picks up the handbag and trots back down the

stairs, passing actor Freddie Fox on her way out.

The film brings together BAFTA award-winning production designer Michael Howells with fledgling director Ivana Bobic, who is currently working on her first feature film after gaining recognition for shorts. Choreographer Martin Joyce was previously a leading dancer with Rambert Dance Company.

Ms. Bonas, perhaps best known for dating Britain's Prince Harry, is making her first appearance in a feature film with the release of "Tulip Fever," scheduled to come out later this year.

Embedded Video: <https://www.youtube.com/embed/V6p3I-nbFqg>

Cressida Bonas and the Buttercup Dress

From England With Love will similarly bring together those in the fashion, film, art, theater, design and technology fields.

Online, consumers can continue the experience by shopping Ms. Bonas' edit of items she covets from the brand, including her co-star the Bayswater and the Buttercup dress she wears throughout the film in black and white.

In a statement, Anne-Marie Verdin, Mulberry brand director, said, "Dance is about joy and freedom, and we were very interested in telling a story that would look great on film, but that would also create a moment of pleasure for the people watching. Watching dance, as well as dancing, makes you feel good.

"As someone who lives and breathes dance, Cressida was the perfect choice to become the Mulberry Girl and really capture the carefree spirit of our Spring Summer 2015 collection."

Via Twitter, consumers are told to watch and retweet to enter themselves in a drawing for a Bayswater bag. The post had received 1,700 retweets as of press time.

Creative changes

Mulberry is celebrating creatives as it goes through its own transition.

British leather good maker Mulberry has named Thierry Andretta as its new chief executive officer after almost a full year without someone in the position.

This announcement came a few months after Mulberry announced Johnny Coca as their new creative director. Mr. Coca was previously the head design director for Céline ([see story](#)).

Mulberry's campaigns tend to portray a blend of country and city.

British apparel and accessories label Mulberry is showing an edgier side of its brand with its spring/summer 2015 advertising campaign.

Departing from its campaign face of three seasons Cara Delevingne, this latest effort features model and rocker offspring Georgia May Jagger. Ms. Jagger's first campaign for

the house helps the brand showcase its British heritage in a slightly rebellious manner ([see story](#)).

"The emergence of so many different social media channels has made it much easier for celebrities to engage authentically with their followers about a product," Ms. Carnoy said.

Final Take

Sarah Jones, editorial assistant on Luxury Daily, New York

Embedded Video: <https://www.youtube.com/embed/ty6b9MagOZE>

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