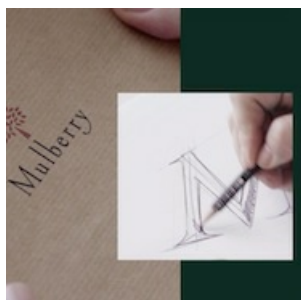


COMMERCE

Johnny Coca instills trust in Mulberry fans via introductory film

February 16, 2016



Mulberry's new logo

By STAFF REPORTS

British leather goods maker Mulberry is looking to the past to go forward into the future under the direction of its new creative director Johnny Coca.

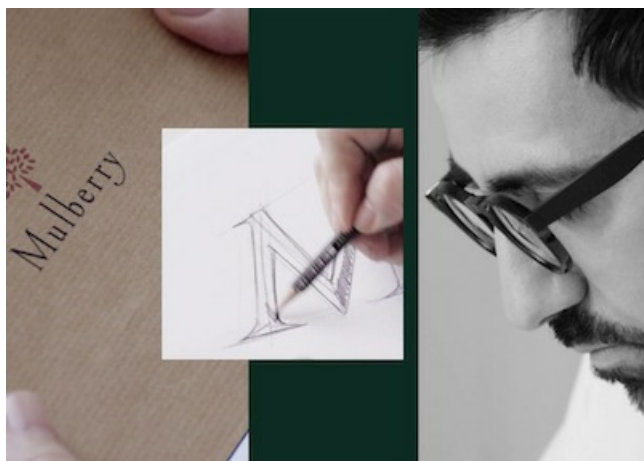
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After being sans creative director for an extended period of time, Mulberry hired Mr. Coca in November 2014 from Cline, where he served as the French brand's head design director, but he did not begin designing for the house until eight months after his appointment was announced ([see story](#)). As an introduction to Mr. Coca and the direction he plans to bring Mulberry, the brand has created a social video ahead of the designer's first runway show for the house.

Where do I begin?

On social media, Mulberry introduced its next chapter alongside a quote reading, "To be truly modern, you have to have respect for the past." To an extent, these words characterize much of the luxury industry's stance on heritage and craftsmanship.

The video, which plays as if it were a slideshow, features still and moving imagery that shows a sense of the Mulberry brand and its British heritage. These images include Mulberry leather goods in the works, tea cups and odes to Britishness such as estates, modern architecture, musicians and landmarks.



Mulberry's new logo designed by Johnny Coca

Mr. Coca's voiceover shares that he is honored to be part of the Mulberry brand given its cultural importance and is happy to be trusted with the brand despite not being British himself. He continues to explain British attitude and how he hopes that his concept of traditional contrasting with modernity is well reflected in the collection, its construction and new logo.

To end the video, Mr. Coca says it is his plan "to push the limit, and to challenge convention, but also to be real and honest, respecting the roots of such a special part of Britain – always remembering who Mulberry is to all of you."

Introducing Johnny Coca, Mulberry's new creative director

Mulberry's video also serves as a promotion for its London Fashion Week presentation on Feb. 21 at 4 p.m. GMT, Mr. Coca's first as creative director. Below the video, Mulberry includes a prompt for consumers to sign up to watch the runway show live.

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