

APPAREL AND ACCESSORIES

Mulberry exhibits the multifunctionality of its bags in film trio

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Mulberry's The Maple bag video

By BRIELLE JAEKEL

British leather goods maker Mulberry is showing off the practicality of its Maple bag, but still emphasizes its style in a new campaign.

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Mulberry's new video entices viewers by styling the Maple bag with a chic and trendy outfit. But the bag also supports a wardrobe change from its ability to hold an extra pair of shoes.

"People live very lives and it is important for a brand to make the effort to show where the brand fits into a person's life, show how the functionality of the brand's offering can address a need or desire," said Michael Becker, managing partner at mCordis. "By focussing on functionality in a marketing message the brand is reduce friction for the individual, it is guiding the individual to help make an informed decision."

Style and practicality

The Maple's new video comes alongside a portal on Mulberry's Web site, where the film lives along with supporting content. For instance, consumers can shop for items that are shown in the video that go well with the Maple bag.

Mulberry's video shows up close quick cuts of a trendy woman walking the streets of a city. While the video never shows her in full, viewers already have a sense of watching a woman with a purpose.

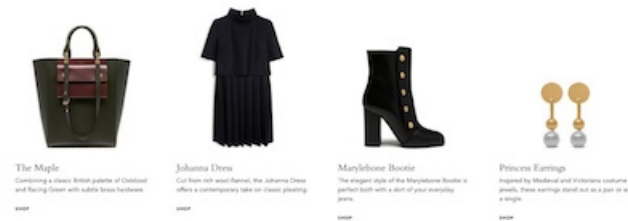


Still shot from the campaign courtesy of Mulberry

Text appears on the screen that reads, "That moment when" As she walks she checks her phone, which she then throws into her bag and stops on the side to change her shoes.

The woman quickly and with ease changes her shoes and grabs her bag to go, which easily contains her old shoes, cell phone and other belongings.

Mulberry's online dedicated page features a tab that explains The Maple bag saying "One of Mulberry's most practical bags, the sizable Maple can fit everything from a laptop to a pair of shoes." Those that click on the description will be brought to a shopping page to select a bag for purchase.



Mulberry's shoppable items

The page previews some of the bags for purchase. Mulberry's film is being shared on social media and is accompanied by similar still images.

"That moment" when is Mulberry's campaign for the bag featuring a variety of moments where the Maple bag saved the day. The most recent video "the Maple saves your evening plans" shows off how the protagonist was able to make last minute plans by keeping her stylish boots on hand in her Maple bag.

The accessories manufacturer has similar videos for its Bayswater and Clifton bags.

Mulberry films

Mulberry similarly ushered in last year's holiday season with a humorous Christmas video.

The film began romantically, with a man gifting a woman a Mulberry handbag, but grew increasingly bizarre as the video goes on. Humorous and self-deprecating videos appeal to marketing-savvy consumers, while the range of the brand's offers and services will re-instill its seriousness and dedication ([see more](#)).

Mulberry also gathered a diverse cast of women for a digital campaign surrounding its newly remodeled Bayswater handbag.

The #MyBayswater project highlighted the bag through the lens of women in the tech, media and creative space, allowing them to tell the story of its design details. As the brand continued its transition under the creative direction of recently appointed Johnny Coca, it found ways to excite a new audience while avoiding alienating its existing loyal clientele ([see more](#)).

"The Mulberry videos are placing the product inline with the individual's integrated life, both in terms of function and form," Mr. Becker said. "They leave little doubt that the products can be both visually appealing and serve a purpose."

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