

APPAREL AND ACCESSORIES

## Mulberry emphasizes UK-made as it sets sights on Asia

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*Mulberry Bayswater bag designed by Johnny Coca*

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By STAFF REPORTS

British fashion label Mulberry saw total revenue increase by 10 percent to 74.5 million, or \$93.7 million at current exchange rates, for the six months ended Sept. 30.

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The brand is attributing its interim results' success to its investment in new products such as nine handbag styles launched under the creative direction of Johnny Coca. Formerly at Cline, Mr. Coca joined Mulberry in November 2014, but did not design for the label until eight months after his appointment was announced, with his first collection presentation being held in February 2015 at London Fashion Week.

### Looking up

In the six-month period ended Sept. 30, Mulberry introduced its new interpretation of the Bayswater handbag style. For the updated design's debut, Mulberry gathered a diverse cast of women for a digital campaign.

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 continues its transition under the creative direction of Mr. Coca, it will have to find ways to excite a new audience while avoiding alienating its existing loyal clientele ([see story](#)).

According to the brand, the Bayswater update and other new styles have been well received by existing clients and newfound customers.



### *Mulberry Bayswater*

Also, Mulberry is emphasizing its British DNA as a point of distinction through a commitment to "Made in England." Its pride of United Kingdom manufacturing will be conveyed across its global network of stores and online.

Regarding its storefronts, Mulberry plans to strategically refine its retail presence through relocations, closures and selective opening. As of Sept. 30, Mulberry operates 122 stores including with its partners.

In addition to product and retail investment, Mulberry placed importance on growing its business in Asia. Part of its new business strategy in the region includes a partnership with Challice Limited.

Through their distributor deal, which forms Mulberry Asia Limited, the British leathers good brand will increase awareness in China, Hong Kong and Taiwan.

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