

APPAREL AND ACCESSORIES

Mulberry brings fans closer by introducing its “family”

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Mulberry's factory craftsmen

By BRIELLE JAEKEL

British fashion label Mulberry is not only building up its image of craftsmanship and quality, but also of intimacy and family in its latest video.

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"Meet Our Family" is the fashion brand's campaign to build more of a connection with fans and consumers by showing its intimate company atmosphere. The video brings users behind the scenes at Mulberry's Somerset factories, where the ethos of the brand begins.

"Not only is Mulberry designing beautiful and luxurious handbags but deep emotional connections," said Carrie McIlveen, U.S. director of marketing at Metia. "As you see each family member' join the screen, you can feel the passion and pride that goes into each designed creation.

"The message conveys they are offering a very personal and uniquely crafted piece," she said. "They are telling a story that is relatable and will resonate with an individual that wants that one-of-a-kind piece."

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

The Mulberry family

Members of the factory staff assemble for a "family" photo in the fields of England in Mulberry's latest video.

While footage of the craftsmen taking their places within the photo plays, employees discuss the heart behind the Mulberry brand and its bags.



Mulberry's video featuring its team members

Each of the craftsmen poses for their own individual photo and talks about what it is like crafting the bespoke bags, as some footage of them working in the factory is also shown.

Mulberry holds its title as the largest luxury leather goods manufacturer in the United Kingdom with two factories, comprised of 600 craftsmen. The brand believes its factories are where the foundation of the brand is built and where its heart is.

Carvers, inkers, product development & training, leather stocks, stitchers and cutters are all featured in Mulberry's video. Many of them are families themselves.

For instance, Natasha and Sinead are both inkers at the Somerset factories and are also mother and daughter. Harrison and Ben both work in product development & training are also brothers.

Mulberry's video

Meet Our Family begins with a man describing how Mulberry looks to keep the balance between modern and traditional. Another man explains, "They are bespoke handbags because they are handmade so every one is different."

A woman can be heard saying, "You feel good when you've done a good bag."

The video continues along in this manner with many employees explain what working for Mulberry means to them.

Interested fans can look to Mulberry's Web site to learn more about the individuals featured in the video. Photos of the craftsman are displayed with their name, title and a short quote.



Ben & Harrison

Product Development and Training

"I have a piece of paper with a drawing on it, and it's my job to turn that into a bag. I joined Mulberry through the apprenticeship scheme 5 years ago - the programme means the new skills are being passed to a younger generation." Ben

Ben & Harrison featured on Mulberry's "Our Family" page

Users that click on each individual can hear their own story.

Mulberry marketing

Mulberry often looks to put an emphasis on family to personalize its brand.

For instance, the British fashion label also recently weaved a story of generosity and family togetherness through a holiday film that explored the inner child.

"It's What's Inside That Counts" told the tale of one family's quintessentially English reunion at Christmas, with the cast of adult characters portrayed by an ensemble cast of children for lighthearted effect. With a production staff that

rivals Hollywood films, Mulberry put the focus on entertainment and content this season ([see more](#)).

Mulberry also recently showed off the practicality of its Maple bag, but still emphasized its style in a new campaign.

Mulberry's 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 ([see more](#)).

"The story is not necessarily about the product but about the human-to-human connection," Ms. McIlveen said. "This approach speaks to the higher order priorities of customers who want to engage with brands that they feel emotional connected too.

"This type of campaign can build loyalty through reputation and credibility of the personalized work that goes into everything they do," she said.

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