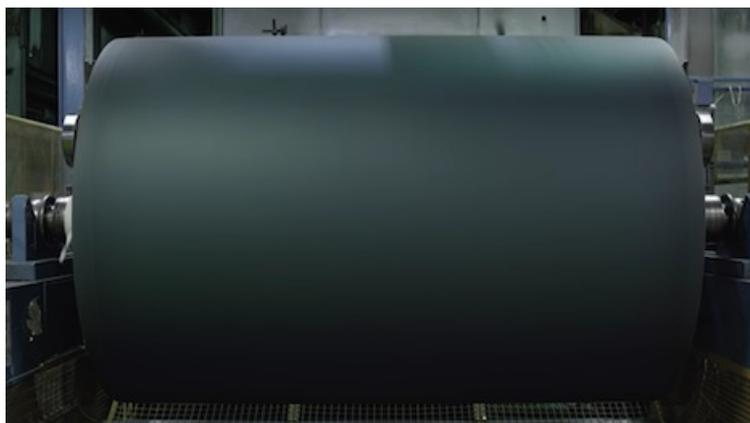


APPAREL AND ACCESSORIES

## Mulberry short film celebrates the brand's signature color

May 18, 2017



*A large roll of Mulberry Green packaging paper*

---

By DANNY PARISI

British apparel and accessories brand Mulberry has released a new short film commemorating the brand's iconic color and the process of creating what it calls Mulberry Green.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

A take on traditional British racing green, Mulberry Green is the brand's signature color and a key part of its brand identity. The latest short film from Mulberry celebrates the craftsmen who make this color, the legacy behind it and the man who helped inspire it, Mulberry's founder, Roger Saul.

### Mulberry Green

Mulberry is a brand known for its luxurious leather goods and apparel. A key part of its designs is its signature color, Mulberry Green.

Mulberry Green was created in 2015 and has been featured on all of the brand's packaging ever since.

The color is inspired by Mr. Saul's love of classic British racing cars and the associated racing green color.

Mulberry engineers created Mulberry Green to celebrate Mr. Saul's legacy at the company and to create a distinctive identifier for its packaging.

### *The Color of Mulberry*

A new short film uses vivid sounds and visuals to explore the process of creating Mulberry Green.

The video begins abstractly, with close ups of the mixtures of dye that almost look like wintry seascapes, with the chunks of dye acting as icebergs.

Vivid blues and whites mix with subdued yellow to create Mulberry Green. The video shows craftsmen carefully pouring the correct amount of each dye color into the vat until at last Mulberry Green is created on a large industrial-size roll of paper.

Along with Mulberry Green is a newly redesigned incarnation of Mulberry's tree logo.

Signature color

This focus on Mulberry's legacy is not new to its marketing campaigns. The brand also recently released a video series that focused on the company's status as a family business and the camaraderie built between its workers.

"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 ([see story](#)).

These efforts have paid off with higher revenue in the past few years, though this can also be attributed to new talent.



*A craftsman mixes up Mulberry Green*

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 ([see story](#)).

Mulberry's latest campaign focuses on the unique aspects of its products that distinguishes them from others, in an attempt to get customers to think of Mulberry bags and leather goods in a new light.

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.