

APPAREL AND ACCESSORIES

Mulberry to try direct-to-consumer commerce model

May 26, 2017



Mulberry is best-known for its leather accessories

By STAFF REPORTS

British apparel and accessories maker Mulberry is the latest brand to consider a see-now, buy-now format.

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Mulberry has announced that rather than have a runway presentation during London Fashion Week this coming September it will instead hold private press and buyer appointments. Collectively, the fashion industry has grappled with the see-now, buy-now behavior of consumers who want immediate access to the latest collections rather than waiting for the traditional retail roll-out months later.

Mulberry, immediately

Come September, Mulberry will preview its spring/summer 2018 collection in private appointments for members of the press and wholesale buyers in London and Paris.

Mulberry then plans to return to London Fashion Week in February 2018 with a direct-to-consumer strategy.

In a statement, Mulberry CEO Thierry Andretta said, "Mulberry has always been focused on offering a real and accessible lifestyle. The shift announced today enables us to continue to drive engagement and increase our relevance to our customers.

"Our strong omnichannel, retail-led business ensures we are well placed to align our collection launches globally and support growing consumer demand for immediacy," he said.



Mulberry's Zipped Bayswater handbag is a popular style for the brand

Fellow British heritage brand Burberry has successfully transitioned to a see-now, buy-now model.

Part of the label's overhaul of its fashion show schedule, Burberry now shows its men's and women's wear collections together during London Fashion Week, with seasonless merchandise available immediately following the show.

Burberry's lines are now referred to as the September or February Collections ([see story](#)).

Despite success for some, not all brands are on board with the calendar shakeup.

U.S. fashion brand Tom Ford, for instance, was among the first to adopt the see-now, buy-now idea, but it has since dropped the concept to return to the traditional presentation model.

The brand cited difficulties relating to the store-shipping and fashion show schedules that made it challenging to have a collection for sale and on the runway at the same time. With other big fashion houses such as Thakoon also dropping see-now, buy-now, the fire of the business model looks like it could be slowly dying out, while some still defend this retail innovation ([see story](#)).