

APPAREL AND ACCESSORIES

Mulberry recruits Refinery29 employees for versatile fashion campaign

October 23, 2017



Mulberry's work with Refinery29 emphasizes the Amberley bag's versatility. Image credit: Refinery29

By DANNY PARISI

British fashion brand Mulberry has come together with Refinery29 for a unique promotion that sees the employees of the lifestyle Web site taking on the role of models for a series of short video spots.

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In each of the five videos, a different member of the Refinery29 team models one of Mulberry's new handbags, the Amberley, along with a short interview about their style and predictions for the upcoming season. The campaign is unique in that it is making the creators of content on Refinery29 into the stars of the show.

Editorial content

One of the hallmarks of a good luxury accessory is versatility.

To emphasize the various ways to wear its new Amberley bag, Mulberry recruited a number of fashion experts from Refinery29 to show off how the bag can be worn in a number of different ways.

Over a series of short videos, Refinery29 writers, editors and producers show off the ways that they wear their Amberley bags and their personal philosophies when it comes to dressing for autumn.



The Amberley bag. Image credit: Refinery29

For example, the first video in the series follows Refinery29's editorial director Sarah Raphael as she models the way she wears the Amberley bag. In her interview, she speaks about autumn as her favorite season and explicates the way that a smart bag can elevate an otherwise casual outfit.

Senior editor Gillian Orr used her spot in the campaign to talk about how the Amberley bag is the perfect fit for an outfit that incorporates masculine tailoring and similar business-ready apparel.

The videos all use a similar editing style, showing the different women who work at Refinery29 as they show off their takes on styling the bag underscored by upbeat music.

Constant collaboration

Mulberry's partnership with Refinery29 is unique in that it places the emphasis on the employees of the publication themselves.

While Refinery29 is influential, placing the editorial content creators of the platform into the forefront of the brand's campaign is a unique way of pushing it forward that will be appealing to fans of Refinery29's content.

Most recently, Mulberry has set its sights on Japan through a new joint venture.

The company has signed an agreement with Onward Global Fashion Co. Limited (OGF) to operate its business in Japan, looking to tap into the potential within the market. While Mulberry knows how to position and market its brand, linking with a local player that has extensive experience in Japan is expected to prove beneficial ([see story](#)).



The Amberley bag. Image credit: Refinery29

Before that, Mulberry released a short film commemorating the brand's iconic color and the process of creating what it calls Mulberry Green.

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 ([see story](#)).

The brand's latest campaign retains a content-focused approach to marketing while bringing in unlikely collaborators for a campaign that stands out from the crowd.