

APPAREL AND ADVERTISING

## Mulberry recruits creative influencers for branded British GQ campaign

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*GQ helped create a new campaign focusing on Mulberry bags. Image credit: GQ*

By DANNY PARISI

British leather goods supplier Mulberry has teamed with British GQ to showcase the way its bags can be an integral part of the everyday lives of creative minds.

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In a sponsored post on the Cond Nast-owned men's magazine, three creative from London talk about why they love Mulberry bags and how they work those bags into their busy lives. By partnering with GQ, Mulberry is heavily targeting the modern male customer by positioning its bags as part of the masculine ideal.

### Everyday influencers

In Mulberry's latest advertising campaign, the brand has partnered with British GQ to look into the lives of three creative young men from very different backgrounds to talk about the way their bags fit into their lives and discuss a bit about the creative process.

Across one long video, GQ speaks with three men architect Edmund Fowles, potter Ryan Barrett and restaurateur Tim Siadatan in their homes. Each man sports a Mulberry bag as he talks about his life and work as well as what bag suits him best.



*Mr. Siadatan. Image credit: GQ*

For Mr. Barrett, the design of Mulberry's bags appeals to him as someone who works with shape and form when creating pottery. For Mr. Fowles, Mulberry bags offer a way to accessorize his otherwise straightforward wardrobe.

Mr. Siadatin sees his Mulberry bag as an integral part of his busy life in the restaurant industry, which is notorious for long hours and late nights for chefs.

Along with the short film, GQ and Mulberry produced a video series and article highlighting each man's story.

The campaign is a clear move towards the male consumer, using the vehicle of men's magazine British GQ and highlighting successful, masculine men from a variety of fields who share the common thread of Mulberry bags.

#### Branded content

Some of Mulberry's recent campaigns have banked on using these sorts of everyday influencers in campaigns highlighting how its bags fit into their lives.

For example, Mulberry has recently 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.

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 ([see story](#)).

#### *Bags of character*

The brand has also reached out across the globe with campaigns targeting customers in Asia.

Mulberry is setting 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 brand's collaboration with GQ shows that it will likely continue to work with influencers and produce branded content designed to show the natural appeal of its products.