

APPAREL AND ACCESSORIES

Mulberry celebrates the holidays with a modern twist on a classic

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Mulberry celebrates the holidays with new version of 12 days of Christmas

By BRIELLE JAEKEL

British leather goods supplier Mulberry is putting a modern spin on the classic holiday song "Twelve Days of Christmas" for its entertaining new holiday campaign.

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This year the leather goods brand is not subtly hinting that the gift to give to your one true love is the gift of Mulberry. In a new interpretation of the classic song, Mulberry is showcasing its products in playful manner.

12 days of Mulberry

For its holiday campaign this year, Mulberry presents its "My True Love Gave to Me" spot, where it showcases its holiday gift collection.

Indie band The Big Moon performs the new version of the tune in an energetic and modern way. Charlotte Wales directs the piece, which Mulberry claims breathes "new life into this iconic carol."

The short film starts off with a shot of a front door to a brick house with the lyrics to the song appearing on the screen, similar to a sing-a-long. The film follows behind a young woman as she opens the door and steps inside.

As the lyrics, "On the first day of Christmas my true love gave to me a partridge in a pear tree," are sung, a single Mulberry bag is featured in a tree in the foyer of the home.

For the second day of Christmas, two women stand outside holding Mulberry bags as two birds fly out of the bags and sit on their heads to symbolize the gift of "two turtle doves."

"On the third day she gave me three French hens," the lyrics continue, as a woman wearing Mulberry boots chase around three hens.

To depict four calling birds for the fourth day, four women are shown walking down the street talking on their cell phones.



On the fourth day she gave me

Mulberry's video for the holidays

Five women's hands are shown holding party poppers for the fifth day of Christmas. When the lyrics hit the bridge of "five gold rings," the women pull the poppers, sending gold confetti everywhere.

"On the sixth day of Christmas my true love gave to me six geese-a-laying" shows six handbags in nests, with each woman grabbing one as the camera pans over them all.

Three women dance and play with swan figurines for the seventh day of Christmas, where the true love gives "seven swans-a-swimming."



And on the tenth day she gave me

Mulberry's video for the holidays

Eight women with Mulberry bags pull out glass milk just for "eight maids-a-milking," while nine ladies dance for the ninth day. Ten men jump over a pile of Mulberry travel bags to represent 10 lords-a-leaping for the tenth day, and bakers decorating cakes with icing showcase 11 pipers piping.

For the final day, 12 drummers drumming, a line of drummers march out the door, before the whole thing starts all over again but played in reverse.

Mulberry presents: My True Love Gave to Me

Mulberry marketing

The brand also teamed with British GQ to showcase the way its bags can be an integral part of the everyday lives of creative minds.

In a sponsored post on the Cond Nast-owned men's magazine, three creatives 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 ([see more](#)).

Mulberry similarly came 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 more](#)).

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