

APPAREL AND ACCESSORIES

Mulberry modernizes historic fashion in both marketing and design

February 13, 2018



Mulberry takes on historic fashion. Image credit: Mulberry.

By BRIELLE JAEKEL

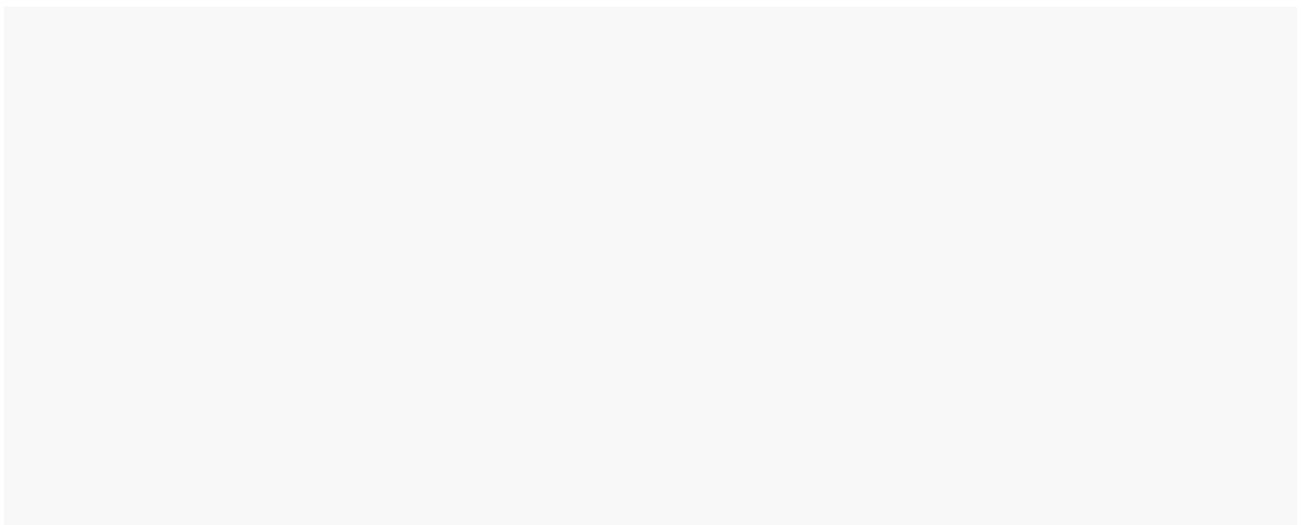
Fashion label Mulberry is manifesting its British history with interactive events at a landmark residence to spur purchases through tangible experience.

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"Beyond Heritage" will be a series of workshops and presentations on Feb. 17 and 18 at London's iconic Spencer House. The exhibit celebrates the launch of its spring/summer 2018 collection, encouraging sales with a two-way purchasing route.

Beyond heritage

A variety of sessions and workshops will celebrate the history and culture of Britain with important individuals.





Beyond Heritage: Continuing to celebrate the contradictions of a truly British identity, looking back to the archives and examining them from a new perspective. . A sense of the past reinvented with the spirit of now. Classic, yet unclassic. A unique point of view on heritage. . Click the link in bio to discover what's coming. . #BeyondHeritage #MulberryEngland

A post shared by Mulberry (@mulberryengland) on Feb 8, 2018 at 9:50am PST

For instance, editor of AnOther Magazine Alexander Fury will talk with Mulberry's creative director to discuss the concept of heritage.

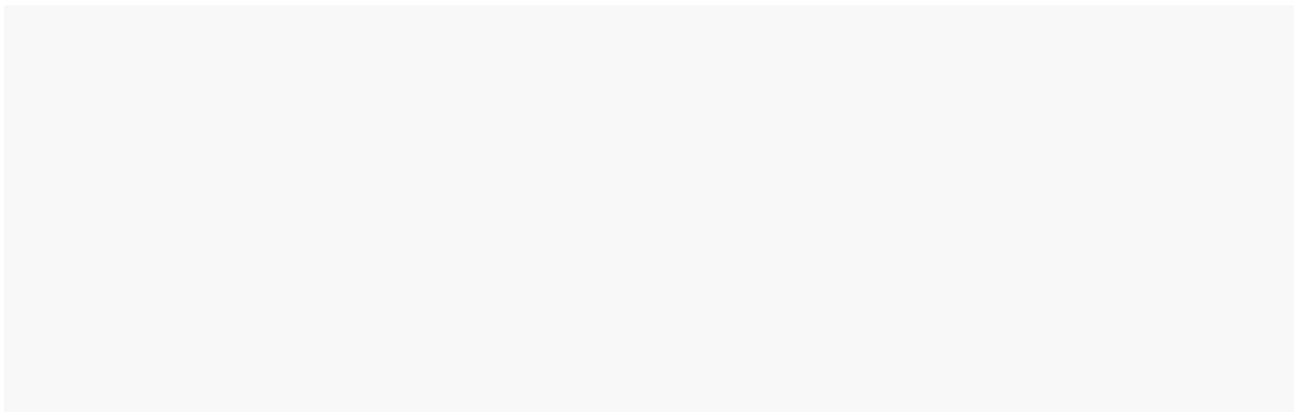
Artist Bouke DeVries, who is known for reworking broken pots into new sculptures, will be featured at another event, where he will discuss the inspiration behind his collections.

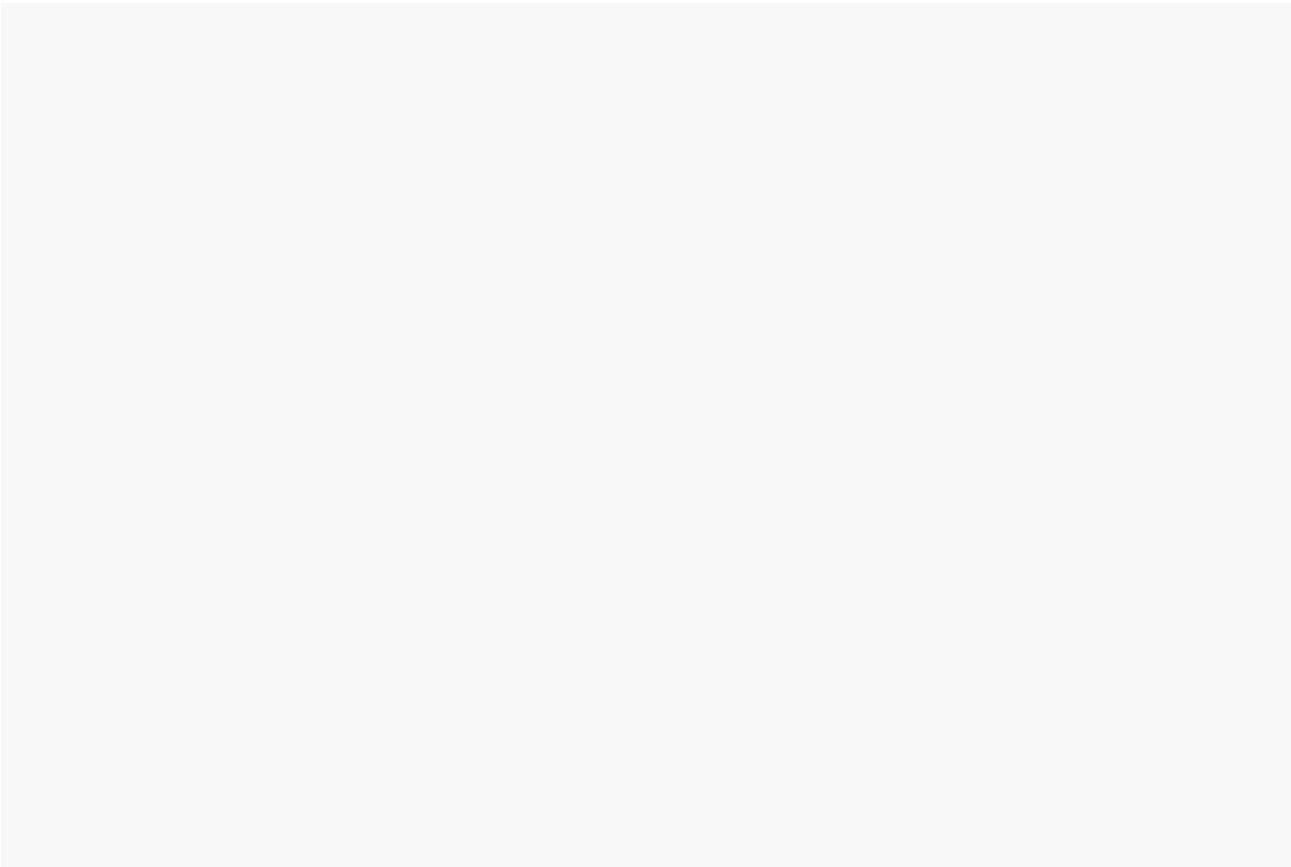
One workshop will show visitors how to style pieces from the new Mulberry collection with British Vogue's executive fashion news editor and fashion market director.

The brand will be unveiling its collection online.

Mulberry's "Beyond Heritage" campaign brings fans into an interactive experience to really get to know the collection. The line was created as a modern take on historic British fashion, as well as a look at its contradictions.

The spring/summer collection will be unveiled on the brand's Web site at 4 p.m. GMT on Feb. 16.





#BEYONDHHERITAGE: Gestures from a rich and varied British history, reworked for today. Watch our #SS18 reveal - 4pm GMT this Friday LIVE and at mulberry.com. . #MulberryEngland #LFW . @SharnaOsborne

A post shared by Mulberry (@mulberryengland) on Feb 12, 2018 at 9:48am PST

"Beyond Heritage" depicts the new ways in which brands and retailers are looking to cater to the new consumer of today.

The see-now buy-now experience can likely increase sales for Mulberry in a way that lasts with the buyer.

It is also important for luxury brands to highlight their heritage to better exemplify their luxury positioning and exclusive status.

Modernized history

In another modern twist on classic themes, Mulberry put a spin on the holiday song "Twelve Days of Christmas" for its entertaining holiday campaign.

This year the leather goods brand did not subtly hint that the gift to give to your one true love is the gift of Mulberry. In a new interpretation of the classic song, Mulberry showcased its products in playful manner ([see more](#)).

As part of another modern take on marketing, Mulberry came together with Refinery29 for a unique promotion that saw 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 modeled one of Mulberry's new handbags, the Amberley, along with a short interview about their style and predictions for the upcoming season. The campaign was unique in that it made the creators of content on Refinery29 into the stars of the show ([see more](#)).