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Mulberry evokes English fantasy with fall/winter campaign strategy

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By KAYLA HUTZLER



British clothing designer Mulberry has combined 3D and 2D

imagery, further entangling luxury and fantasy in its newly debuted autumn/winter 2011 campaign video and images.

The campaign was shot in an English manor house with oversized 2D animal props peeking out from all corners. The images and video are being pushed across both digital and print platforms with a special microsite dedicated to the collection.

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“For autumn/winter 2011, we wanted to focus on Englishness and on the nostalgic countryside heritage so inherent to our brand’s identity,” said Emma Hill, creative director at Mulberry, London.

“We took inspiration from the rural countryside, the mystery of woodlands and the disheveled decadence of the quintessential English country manor,” she said.

Foxes, owls and chicks

The collection contains dresses, jackets, scarves, skirts and handbags in an array of textures including tweed, silk and a faux-fur jacket.

Images from the campaign feature models Tatiana Cotliar and Julia Saner in coordinating color schemes throughout the photos.

The background consists of larger-than-life cut-outs of animals including foxes, owls and birds as well as giant eggs, feathers and sticks.

Mulberry features its apparel, accessories and signature handbags in hues of brown, turquoise, olive, burgundy and taupe throughout the shoot.

The items are complemented by a pastel, orange and yellow set.

The photos were shot by Tim Walker, whose creative desire to push the boundaries of reality were an inspiration for the 52-second film, according to Mulberry.

Swooping video was recorded during the autumn/winter photoshoot.

The models and props were then separated using blue screen and overlaid with 3D tracking to create a video that has both 2D and 3D aspects to it.

The goal of the film was to take the viewer on a magical journey into the darkly beautiful new collection, according to Mulberry.

Mulberry accomplishes this through the video with different speeds, angles and an ever-changing depth concept through the changing 2D and 3D looks.

The film is set to singer Mike Snow’s “Animal” track.



English reserve

The print and digital campaigns coincide with the overall collection’s inspiration – Rodale’s Fantastic Mr. Fox book and movie, according to Ms. Hill.

This can be seen in the collection's earth-toned palette, feathered prints and rich textures such as tweed.

The autumn/winter fashion show also had a nature backdrop.

The collection has a large digital push, with an entire microsite dedicated to it on the brand's Web site.

The microsite allows users to flow easily between all information relating to the fall/winter 2011 collection, including the film, the lookbook, the show, front row, backstage, the party and the pre-fall/winter collection 2011.

"Our new season campaign perfectly reflects the contrast between decadent glamour and countryside attire to create a fantastical rural idyll," Ms. Hill said.

"Woodland critters, rich autumnal tones and a nod to the dark beauty of film noir came together inside a classic English manor house," she said.

"The inspirations were then taken one step further by photographer Tim Walker, who twisted perception and played with size and proportion to create our sumptuous woodland fantasy."

Final Take

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