

APPAREL AND ACCESSORIES

Mulberry partners with Tulip Mobile to develop in-store digital tools

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Mulberry's partnership with Tulip begins immediately. Image credit: Mulberry

By STAFF REPORTS

British apparel and accessories label Mulberry has teamed up with Tulip Mobile to overhaul the brand's in-store experience.

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Together, the two companies will focus on using mobile tools to improve the bricks-and-mortar experience for customers by supplying employees and sales associates with technological tools. Tulip will help Mulberry roll out a number of new features using these tools to streamline how customers shop and checkout.

"We're honored and excited to partner with Mulberry to bring our mobility platform into their stores and improve their in-store experience," said Ali Asaria, CEO of Tulip, in a statement. "Empowering the Mulberry sales associates with the right mobile tools will not only make them more valuable and productive, it will help their associates build relationships, create loyal customers and elevate the brand."

In-store tools

Mulberry has been around for almost half a century, but it is focused on bringing new ideas to its retail experience.

To that end, the brand hired Tulip to help facilitate new in-store ideas. As part of the partnership, Tulip will assist Mulberry sales associates by giving them tools to access inventory, check out customers and go in-depth with client data using mobile devices.

Tulip offers four major services to Mulberry, among which is Tulip Assisted Selling that allows sales associates to view store inventory digitally. Tulip Checkout lets sales associates check customers out through a mobile device on the store floor, while Tulip Clienteling gives access to in-depth customer profiles and data.

Finally, Tulip Runner connects store associates with backroom employees to seamlessly pass information and products between the two teams.



On the fourth day she gave me

Mulberry sales associates will have new digital tools to work with. Image credit: Mulberry

The partnership will be put in place immediately beginning with Tulip supplying Mulberry with iPads to distribute to sales associates.

Mulberry has previously invested in omnichannel through a service option that allows consumers to shop online and pick up items in-store later.

Creating a omnichannel service provides options for every type of consumer and allows the brand's bespoke service to be translated even through its ecommerce pages. The "at your service" option will likely attract busy consumers who may still be interested in the in-store experience, but want to browse online ([see story](#)).

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