

APPAREL AND ACCESSORIES

## Mulberry shows love to Chinese consumers with Secoo debut

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*Mulberry is growing its Asian presence. Image credit: Mulberry*

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By STAFF REPORTS

British fashion label Mulberry is launching on Chinese ecommerce platform Secoo in time for Chinese Valentine's Day.

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In honor of the holiday, the brand has created a limited-edition Amberley handbag, for which Secoo will be the exclusive ecommerce partner. Recently, a number of brands have entered partnerships with Chinese ecommerce sites to cater to local consumers.

### Love story

This year marks the first time that Mulberry has created a special product for the Qixi Festival, which celebrates the mythological meeting of "The Cowherd and the Weaver Girl." The tale of forbidden love has been celebrated with the holiday for more than 2,000 years.

Reflecting the romantic nature of the holiday, Mulberry created a limited-edition version of its Amberley satchel. Made in red leather, the bag's flap includes quilting in the shape of concentric hearts.



*Mulberry's limited-edition bag for Chinese Valentine's Day. Image credit: Secoo*

Along with selling the style in its own stores in China, Mulberry will be retailing it online through Secoo.

Italian fashion label Moschino also looked to grow its presence among Chinese millennials by launching a shop on Alibaba's Tmall Luxury Pavilion.

At launch, Moschino's flagship will carry a collection exclusively designed for Tmall customers. The brand is joining a number of other luxury labels on the platform, including Burberry and Maserati, who are looking to tap into China's growth potential ([see story](#)).

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