

APPAREL AND ACCESSORIES

Mulberry heads to Seoul for new season launch

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Mulberry is promoting its autumn/winter collection in Seoul. Image credit: Mulberry

By STAFF REPORTS

British fashion label Mulberry is making an experiential push for its autumn/winter 2018 collection in Seoul, South Korea.

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Mulberry's "Eccentric Sensibility" is taking over the K Museum of Contemporary Art for four days, staging screenings, a pop-up store and interactive displays. Recently, Mulberry has been making a big push into international retail, particularly in Asia.

"This is an exciting time for Mulberry and we are delighted to be celebrating our autumn/winter 18 collection in Seoul," said Thierry Andretta, CEO of Mulberry Group Plc., in a statement. "At a time when we are focusing on international growth, this moment will elevate our strong distribution network in South Korea and offer a new opportunity to speak directly to a younger, digitally savvy generation in this important market."

Mulberry shows its Seoul

On Sept. 6, Mulberry held an invite-only fashion show at the museum for press, influencers, talent and consumers. During the event, the brand also launched a series of Small Harlow bags via animations.

Consumers in Seoul will be able to purchase the handbags two weeks ahead of customers elsewhere.

Starting on Sept. 7, Eccentric Sensibility will be open to the public. Visitors can sample traditional British cocktails or strike a pose in a selfie studio.

This installation will be up through Sept. 9. The first 100 guests who attend on Sept. 8 and 9 will receive a gift from Mulberry.

Mulberry's Seoul celebration extends to the Cheongdam and Avenuel locations of concept store 10 Corso Como. Here, installations will feature a curated selection from the collection until Sept. 21.

"Seoul is a dynamic city with a bold, progressive energy that also runs through our autumn/winter 18 collection," said Johnny Coca, creative director of Mulberry, in a statement. "Eccentric Sensibility explores a playful, eclectic facet of

British style, and we are really excited to be launching it in South Korea."

[View this post on Instagram](#)

The shape of things: The juxtaposition of opposites in the Autumn Winter '18 collection, captured in Seoul: boyish shirting in a delicate floral print paired with playful skirts trimmed with feathers. Model: @ParkSera210
Photo: @Kimjaehoone Creative direction: @StudioConcrete #MulberryEngland #MULBERRYxSEOUL #x

A post shared by Mulberry (@mulberryengland) on Sep 2, 2018 at 8:11am PDT

Instagram post from Mulberry

Earlier this year, Mulberry launched a joint venture with SHK Holdings for its business in South Korea, aiming to increase its omnichannel operations in the market.

International growth has been a key focus for the brand in recent years.

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

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 ([see story](#)).