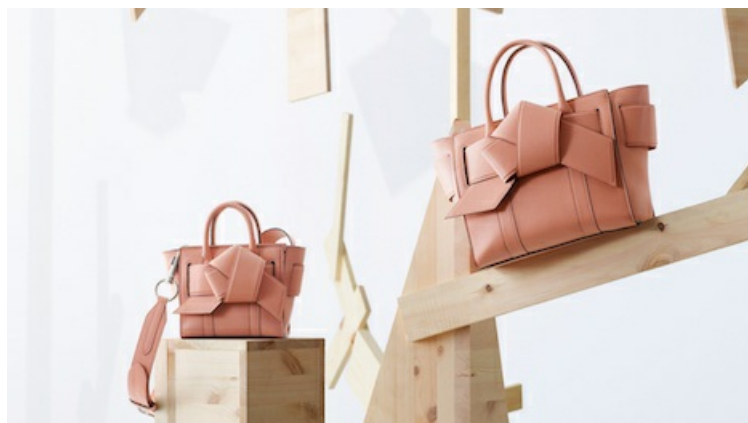


APPAREL AND ACCESSORIES

## Mulberry, Acne Studios turn "friendship" into fashion collaboration

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*Mulberry has launched a collaboration with Acne Studios. Image courtesy of Acne Studios*

By STAFF REPORTS

British fashion house Mulberry is collaborating with Swedish label Acne Studios on a collection that brings together both of their design sensibilities.

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Described as a "conversation" between the two brands, the capsule features hybrid styles that blend elements of each label's signatures. Collaborations are a way for brands to introduce themselves to a new audience, while creating a heightened sense of exclusivity through limited-edition collections.

"The Acne Studios and Mulberry collaboration is a perfect manifestation of the spirit of both our brands," said Thierry Andretta, CEO of Mulberry, in a statement. "It showcases Acne Studios' wonderful Swedish design ethos and celebrates both the British heritage and modernity of Mulberry."

Swedish meets British

Founded in 1996, Acne Studios is multidisciplinary fashion house that also does graphic design, film production and advertising. The brand is known for its minimalism, a hallmark of Scandinavian style.

Within this collaboration, Acne Studios' Musubi handbag and the Mulberry Bayswater have been combined into a satchel with a large origami knot.

Mulberry bags have also been given an Acne touch courtesy of extra buckles.

The collection is made in pink, black and oak color ways. Specifically for the partnership, the Mulberry logo has been adapted to feature the letters of Acne Studios' name peppered within the leaves of the abstract tree.

Detachable straps used throughout the line also bear both brands' names.

"This is a collection about friendship and our freedom as brands to do what we want to do," said Jonny Johansson, creative director of Acne Studios, in a statement. "It is like a conversation between Acne Studios and Mulberry, one that is founded in mutual respect and a desire to make great product."

A still life film promoting the capsule shows the handbags within a sparse space punctuated by wooden fixtures,

including an abstract tree.

### *Mulberry x Acne Studios*

The collection is being sold at select Mulberry and Acne Studios stores, as well as through the brands' ecommerce sites.

According to research from BCG and Altagamma, one of the key emerging trends in the luxury business this year is partnerships, as brands seek to bring a sense of newness to consumers.

These collaborations, such as Louis Vuitton's link with Supreme to Chanel's recent Pharrell Williams collection, are particularly finding favor with younger generations and Chinese shoppers. Across age groups and nationalities, luxury buyers show a heavy awareness of tie-ups and 50 percent have invested in special-edition merchandise, a figure that is likely to grow as Gen Z and millennial buyers grow their influence and purchasing power ([see story](#)).

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