

APPAREL AND ACCESSORIES

Mulberry's seasonal short paints modern picture of Christmas

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Mulberry's holiday film stars poet Caleb Femi. Image credit: Mulberry

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British fashion house Mulberry is taking a poetic approach to holiday marketing through a short that tells a story through verse.

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Mulberry's "The Season of Light" is centered on a poem written by Caleb Femi for the brand, which weighs in on both traditional and modern ways of celebrating Christmas. While past Mulberry holiday efforts have opted for humor or quirky concepts, this year's campaign leads with relatable experiences.

Mulberry was reached for comment.

Holiday verses

Mr. Femi is the first Young People's Laureate for London. For its campaign, Mulberry commissioned a poem and short film from the poet and director.

The video is set to Mr. Femi's voice as he recites his own words.

At the start of the film, a girl is shown on Christmas Eve with father, as she walks through a living room with a Mulberry bag on the crook of her arm and helps him put up lights. The film then zooms out to show the girl 16 years later, when she is grown in her own apartment watching the scene play out on a homemade video.

Mr. Femi makes an appearance as a delivery man, who drops of a Mulberry bag to the woman's home. Happily taking the package, she retreats to her couch where she opens the package to reveal a red handbag and a string of twinkle lights with a note attached.



Caleb Femi stars in the short. Image credit: Mulberry

The poem talks about consumers finding their way back home. "Back to the holly and ivy and beaming laughter, back to cups of something comforting," Mr. Femi says.

In a touch of humor and British camaraderie, Mr. Femi wrote that "the only thing that should divide us is whether mince pies taste like heaven or dirty socks." Illustrating this, a man sits in his car eating a personal-sized pie with a look of mild disgust on his face.

Getting an idea, the woman from the first scene searches in a closet for a box and blows off the dust as she retrieves it. As she works, the camera reveals that the note affixed to the lights reads, "Don't forget to decorate! Love, Dad."

Mulberry's "The Season of Light"

Combining the lights from her dad with other materials such as wire, the woman builds a lighting display outside her apartment. At the end of the video, her creation is unveiled, and is shown to spell out "The Season of Light."

Christmas campaigns

Mulberry's holiday campaigns have often blended tradition with a contemporary touch.

Last year, the house put a modern spin on the classic holiday song "Twelve Days of Christmas" for its entertaining holiday campaign.

The leather goods brand dropped not so subtle hints that the gift to give to your one true love is the gift of Mulberry. In a new interpretation of the classic song, Mulberry showcased its products in playful manner ([see story](#)).

Another holiday film from the brand begins romantically, with a man gifting a woman a Mulberry handbag, but grows increasingly bizarre as the video goes on for comedic effect ([see story](#)).

In 2016, Mulberry wove a story of generosity and family togetherness through a holiday film that explored the inner child.

"It's What's Inside That Counts" told the tale of one family's quintessentially English reunion at Christmas, with the cast of adult characters portrayed by an ensemble cast of children for lighthearted effect. With a production staff that rivaled Hollywood films, Mulberry put the focus on entertainment and content that season ([see story](#)).

This year's effort intends to leave consumers feeling a sense of camaraderie and togetherness, playing off shared nostalgia.