

APPAREL AND ACCESSORIES

UK fashion giant Mulberry taps ForwardPMX to grow China market

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The Darley belt bag, seen here, is one of many products that Mulberry designs in London and produces in Europe to appeal to international audiences. Image credit: Mulberry

By LUXURY DAILY NEWS SERVICE

British fashion label Mulberry has named ForwardPMX to lead its performance marketing program in China, targeting one of the fastest-growing luxury markets worldwide that has survived the COVID-19 outbreak relatively unscathed compared to Europe and the United States.

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The mandate to ForwardPMX includes organic and biddable media and campaign management across key local platforms such as Weibo and WeChat.

"ForwardPMX's in-depth knowledge of the luxury sector and the continually advancing digital landscape in China makes them the right partner to help us develop the brand further in the region successfully," said Charlotte O'Sullivan, global marketing director of Mulberry, in a statement.

"Chinese consumers are a key focus of our international growth strategy, and we want to ensure the brand resonates strongly with local preferences and consumer needs," she said.

In the bag

Mulberry is the largest designer and maker of leather goods in the United Kingdom, including bags, accessories, jewelry, footwear and women's ready-to-wear fashion. With more than 120 stores, the brand has expanded globally with a renewed focus on China.

The Mulberry win adds to the **ForwardPMX** client roster in China that includes department store chain Lane Crawford, Hilton, Marina Sands and Luis Via Roma. The assignments include building ecommerce platform relationships in China's digital ecosystem.

ForwardPMX will work to build brand awareness and channel growth through full-funnel activity for Mulberry.

The agency's Shanghai office will reach social-savvy luxury consumers in China with communication and ecommerce strategy aimed at the channels that are most relevant to their lives.

The goal is to generate quality traffic and driving conversions through Mulberry's digital presence.

ForwardPMX has 1,000 employees across 20 offices worldwide. It is part of the Stagwell Group.

"We're thrilled to partner with Mulberry to help them further their growth in China," said Yanyan Froud, regional vice president for Asia Pacific and RU at ForwardPMX, in a statement. "It's a privilege to announce our partnership, and with innovation and bold ambitions at the heart of the engagement, we're excited to get going."

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