

APPAREL AND ACCESSORIES

Mulberry debuts mini "icons" in anniversary collection

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A mini Bayswater as part of the Icon editions collection for Mulberry's 50th anniversary. Image credit: Mulberry

By LUXURY DAILY NEWS SERVICE

British leather goods house Mulberry is celebrating its 50th anniversary with a limited-edition drop.

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The Icons Editions capsule collection features miniaturized versions of Mulberry's most memorable handbags. Although it serves as an anniversary effort, the collection highlights handbag designs from the last two decades.

Mulberry icons

The miniature collection includes several silhouettes: the Roxanne, the Iris, the Bayswater, the Amberley satchel and the Alexa.

Each handbag is available in several colors, including Mulberry's pale slate check palette. Prices range from 495 to 1,050 pounds, or about \$684 to \$1,450 at current exchange.

[View this post on Instagram](#)

A post shared by Mulberry (@mulberryengland)

Announcing the Icon Editions

Mulberry was founded in 1971, but really hit its stride in the last 20 years.

The Icons launch honors notable Mulberry creative directors Nicholas Knightly, Emma Hill and Johnny Coca. The original handbags that inspired the miniatures debuted between 2003, starting with the Bayswater and Bayswater tote, and 2019.

Editorial images for the campaign were shot at London's Victoria and Albert Museum after hours.

According to the brand, this is the first of its Mulberry Editions drop.

As the luxury business looks to drive sales in an increasingly competitive retail environment, it is turning to a streetwear-style tactic to create consistent newness.

Mulberry is a latecomer to the trend. In recent years, a growing number of luxury labels and retailers, including Burberry and Fendi, have been adopting the drop retail format, opting for a series of limited-edition releases per year rather than the traditional seasonal store arrivals ([see story](#)).

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