

APPAREL AND ACCESSORIES

Mulberry partners with Aptos for efficient inventory tracking

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Mulberry's Regent Street location in London. Image courtesy of Mulberry

By LUXURY DAILY NEWS SERVICE

British leather goods house Mulberry has implemented software company Aptos' Order Management solution to assist in managing orders.

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Aptos OMS has provided Mulberry with a unified view of inventory across channels, enabling the house to efficiently fulfill orders and use it as a tool to maximize profit. Aiming to improve customer experience, the tool is being used at more than 120 stores across Europe, Asia and North America, as well as on mulberry.com.

"After a thorough review of the order management market, we selected and implemented Aptos Order Management," said George Clark, technology and customer experience director at [Mulberry](#), in a statement.

"Given the solution's advanced functionality, including in areas such as enterprise inventory and distributed order management, we knew we could offer customers more flexible, phygital' fulfillment options while increasing profitability for our business."

Profitably managing orders

Recently, Mulberry recognized the need to establish a unified view of inventory in stores, distribution centers and additional internal sources.

As the brand continues working towards global expansion, [Aptos](#) OMS is assisting Mulberry in fostering positive customer expectations that include seamless offline and online experiences, more convenience and faster delivery.

// SOLUTION //

Order Management

Designed by retailers for omnichannel shoppers

The Aptos OMS solution is helping Mulberry create a more seamless, convenient customer experience. Image credit: Aptos

With the new technology, Mulberry is able to manage several fulfillment scenarios including buy online, ship from the warehouse; buy online, ship from the store; and in-store pickup.

Mulberry found Aptos OMS especially effective and beneficial during the COVID-19 pandemic.

"Now, as the crisis subsides in many parts of the world, Mulberry is committed to offering customers a fully unified bricks-and-clicks experience," Mr. Clark said. "This includes interactions with our brand that are both omnichannel and experience rich and fuse the best of the physical and digital worlds."

With new technology and sustainable efforts, Mulberry continues looking towards the future.

Last December, Mulberry showed its commitment to achieving a regenerative and circular business model, making the industry more sustainable one handbag at a time.

To commemorate this journey, the brand launched a new series of low-carbon leather bags, as well as a restoration edit in partnership with Vestiaire Collective. Through a short film produced by BBC StoryWorks, titled "Can a bag help save the world," Mulberry explored its mission of blending sustainable innovation with contemporary British design and craftsmanship ([see story](#)).