

APPAREL AND ACCESSORIES

Mulberry centers craft, 'Made to Last' motto in latest campaign

May 30, 2023



Friends of friends become friends of the house as the leather goods manufacturer celebrates an original the "Bayswater" handbag. Image credit: Mulberry

By AMIRAH KEATON

British fashion group Mulberry is beginning its latest exercise with the following acknowledgment: "In 2003, an icon was born."

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As fashion grows increasingly aware of the impact of quick-turn trend cycles, classics touting staying power are continuing their ascent. Thus, "friends-of-friends" become "friends-of-the-house" as the leather goods manufacturer calls attention to an original accessory in a new campaign.

Twenty years of #MulberryBayswater

Mulberry's expression props an accessorial model back up with three new interpretations, bringing a few acts to the main stage to celebrate the handbag's anniversary.

Representative of the house's high leather quality and approach to artisanal craft across the board, the label's signature "Bayswater" silhouette was initially introduced in the early 2000s.

Twenty years later, derivatives have been delivered.

It's been 20 years and we're still just as in love with our #MulberryBayswater.

To celebrate the anniversary, we gather a cast of friends to showcase the original Mulberry icon, and tell us what they love most.

Discover now: <https://t.co/UtmkA9hC96> pic.twitter.com/9rOMmAbZFx

Mulberry (@MulberryEngland) **May 10, 2023**

A series of advertising spots see the brand teaming up with London-based director and photographer Ronan

Mckenzie, who captures a cohort of models and tastemakers English supermodels Alva Claire and Lily McMenemy (see story) included as they hold the iterative assortment.

Mulberry gathers the collective, inquiring about those persons and possessions of deep interest. Therein, the cast answers the question: "How do you say I love you?"

Our #MulberryBayswater campaign seen through the lens of artist @marinegiraudo.

Discover now: <https://t.co/bkFmTrwOSI> pic.twitter.com/57iBL81zm0

Mulberry (@MulberryEngland) May 28, 2023

Throughout, group members are observed on set interacting with each other and smiling warmly across frames as subjects of admiration come to mind.

"Love and relationships are the most important thing," says one opener.

"I send myself flowers, I buy myself chocolate," mentions another.

Amid assets, the Mulberry crew carries the brand's new North South Bayswater Tote and East West Bayswater which sell for \$1,175 and \$1,350, respectively.

All about new: @joakingjemmestad carries the East West Bayswater, a dynamic twist on our original icon.

Discover now: <https://t.co/m021Bfv7Mj> #MulberryBayswater pic.twitter.com/8wZQYgaeg8

Mulberry (@MulberryEngland) May 15, 2023

A Zipped Bayswater Tote arrives in a multitude of sizes, with retail prices starting at \$1,475.

Each of the items opts for clean designs. According to the brand, the entire family is made from environmentally accredited leather, adhering to Mulberry's "Made to Last" motto.

Coinciding with a whimsical soundtrack, the celebratory exercise adds touches of modernity to a timeless handbag line.

Decades down, generations to go

Present-day, luxury players are diverging from an era shrouded in maximalism, evidenced by the ongoing stickiness of such terms as "quiet luxury" and "stealth wealth" (see story).

Perhaps a definitive transition away from the streetwear underpinnings that fueled the meteoric rise of many a fashion name exists at the root of this pendulum swing. Other theories involve a post-pandemic paring-down of consumers' possessions and shopping preferences.

Current styles reflect a larger mindset shift, the result of a preceding global health crisis that, in many ways, triggered a widespread re-evaluation of personal virtues (see story) and critical analysis of the overconsumption and hype that came with drop-driven retail models.

Big icon energy. @jiashannliu and the original Bayswater in Black.

Discover now: <https://t.co/nXx3Ao7m3w#MulberryBayswater> pic.twitter.com/iJ4SixnoF0

Mulberry (@MulberryEngland) May 13, 2023

The influence of what many fear may involve an incoming recession may also play a role in the "less is more" ethos and way of dressing.

There is also the age-old premise of those sights and sounds that are most familiar bringing joy and comfort in

times of turmoil. Here, the Mulberry Bayswater would be included as part of that bunch.

Either way, the aforementioned leather goods expert is returning the focus to those values that have pervaded luxury realms for two decades now in an era of sociopolitical conflict and heightened consciousness, diversity and connection seem to be topping that list.

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