

APPAREL AND ACCESSORIES

Mulberry puts designers in spotlight

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Each of the included designers has previously worked with the brand. Image credit: Mulberry

By ZACH JAMES

British fashion group Mulberry is celebrating the talents of its past collaborators via new video content this week.

For the latest edition of the People & Perspectives campaign, the maison is putting the people behind its recent drops in the spotlight. The series, called "The Designers," shifts away from previous releases' pre-loved fashion focus, instead diving into the creative value of Mulberry accessories and the crafting process behind them.

New perspectives

Irish designer Richard Malone and British designers Nicholas Daley, Priya Ahluwalia, Stefan Cooke and Jake Burt are pictured in the new campaign.

Every one of them has previously worked with Mulberry, either on full collections or limited capsules. Now, they are given a platform to present consumers with the inside story behind their respective works.

Mulberry presents "The Designers"

Through behind-the-scenes footage, the digital release delves into each of the creative's inspirations and processes.

Coffee, music and incense are key to Mr. Daley's output. Growing up, his parents' owned a reggae club in Scotland, and the experience still impacts him to this day, from his interests to his creative expression.

His current selection explores the influence that British reggae musicians have on modern artists in the post-punk and ska scenes.

When he worked with Mulberry in 2022, he also drew on British counterculture and musical influences.

"Having the opportunity to work with Mulberry was really important in terms of my personal design and development," says Mr. Daley, in the video.

"A lot of what was nurtured was created are still very much present and relevant."

Richard Malone dishes on his Irish upbringing

Mr. Malone states that his roots in Ireland, as well as his queerness, inform the style he presents to consumers.

His works are often sculptural and incorporate his sense of humor. In his words, this balance nods to his home's culture and the

blatant “ridiculousness” of the fashion world.

Individuality is at the core of Mr. Malone’s output, which he attributes to a focus on the present. He believes this helps him to avoid limitations.

Ms. Ahluwalia takes an almost opposite approach to fashion, focusing on what lies ahead and where she has been before.

Her current collection is based on storytelling from her family’s generational homelands of India and Nigeria. Spreading the culture of non-European designers is key to her work and her capsules, giving a voice and platform to creatives outside of the fashion industry norm.

Mr. Cooke and Mr. Burt share a reverence for what has come before

The design duo of Mr. Cooke and Mr. Burt, who operate the brand Stefan Cooke, base all of their work on collaboration. As a small team, each member of the collective has a say in the output of the studio, from fabric choices to specific elements of a given piece of apparel.

They release their collections with no need to justify their creative decisions, instead centering their love of the craft.

Their collaboration with Mulberry is available now exclusively at the Dover Street Market store in London.

“I’ve known Mulberry my whole life because I grew up in Somerset, which is where the bags are made,” said Mr. Burt, in the video.

“So, when we got approached to work together, it was really nice, because I felt I had a connection to it already.”

Behind the curtain

Granting consumers a look at in-production pieces and the artisans fueling the luxury business is becoming a big trend as of late, with many labels across the fashion, automotive and jewelry sectors releasing materials dedicated to production processes.



Stefan Cooke applied their signature motifs to pre-loved Mulberry bags for the new collaborative collection. Image credit: Mulberry

While Mulberry presents a vision of craft based in the U.K., others are zooming out to capture the bigger picture.

French jewelry maison Cartier is going behind the scenes of its marketing for the 100th anniversary of the Trinity product line, sharing the thoughts of its global collective of ambassadors on the soon-to-launch campaign ([see story](#)).

Ethiopian American artist Julie Mehretu is taking a similar approach for German automaker BMW, sharing her inspirations and small portions of her designs for the upcoming edition of the Art Car initiative, due for a full reveal in May 2024 ([see story](#)).

French fashion house Louis Vuitton has also gotten in on this trend, releasing a podcast series that often features conversations with company figureheads as well as those in manual production roles ([see story](#)).

Sharing the work that goes into the luxury items consumers buy, as well as the stories behind the collections and activations,

could prove fruitful, as consumers continually demand more transparency from the companies they choose to support.

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