

# Mulberry

## Mulberry Launches on Alibaba Group's Tmall Luxury Pavilion



British luxury brand Mulberry is excited to announce the launch of its brand flagship on Tmall's Luxury Pavilion - Alibaba Group's dedicated site for premium brands. This launch is an important step forward in Mulberry's strategy to develop the brand in China, providing access to a substantial local customer base through the world's second largest online retailer.

Following the creation of new owned subsidiaries in China, Hong Kong, Taiwan, Japan and Korea during the last two years, Mulberry is now focusing on omni-channel, digital partnerships and marketing investment in the region. Developing a long-term partnership with the Alibaba Group is integral to driving successful engagement with Asian consumers and growing the brand in the region, a key strategic pillar for Mulberry.

Launched in 2017, the Tmall Luxury Pavilion creates a new type of e-commerce which looks to replicate the same feeling of brand exclusivity and personalised shopping experience that luxury consumers have become accustomed to having when shopping in physical stores.

The Mulberry Tmall site features a wide selection of the brand's iconic leather goods, luggage, soft accessories, footwear and jewellery.

"Launching the Mulberry flagship on Tmall's Luxury Pavilion is central to our strategy to grow our Chinese customer base in order to further develop the brand in key international markets. We see Tmall as an important partner in this journey." - Thierry Andretta, Mulberry CEO.

### ABOUT MULBERRY

British luxury brand Mulberry creates bags, ready-to-wear, shoes and accessories for the everyday lives of men and women, designed by Creative Director Johnny Coca. Founded in 1971 by young entrepreneur Roger Saul, the company's heritage is in the production of beautiful and practical leather bags inspired by British cultural traditions, and contradictions. Originally a family-run business, with bags and belts made around a kitchen table in Somerset, today Mulberry is a global brand with approximately 115 stores worldwide and is proud to be the largest manufacturer of luxury leather goods in the United Kingdom. Within Greater China, the brand has six physical stores, [mulberry.com/cn](http://mulberry.com/cn) and three digital concessions.

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