

A woman in a dark floral dress is drinking from a white cup with a red and white striped pattern. She is looking upwards and to the right. A bright red bag with a gold chain strap is slung over her shoulder. The background is a clear blue sky. The image is framed by a yellow and black diagonal striped border on the right side.

SMALL  
DECISIONS  
BIG  
VISIONS

# Made to Last

This London Fashion Week Mulberry invites you behind the scenes with Made to Last. Inspired by our responsibility commitments past, present and future, the programme of events launches in our Bond Street store from 14<sup>th</sup> February. An immersive installation will bring our craft and design ethos to life, complemented by a three-day programme of craft workshops, live talks and a pop-up café.

# What's on

## **ARTISAN STUDIO:**

See our carbon-neutral Somerset Factories transported to Bond Street and watch our craftspeople make the 100% sustainable Portobello Tote in real time – and take home one of these limited-edition pieces.

## **YESTERDAY, TODAY, TOMORROW:**

Enter an immersive environment inspired by our Mulberry Green responsibility commitments.

## **THE MULBERRY EXCHANGE:**

Have your pre-loved Mulberry bag authenticated and valued, or treat yourself to a vintage bag, expertly refurbished by our Somerset restoration artisans.

## **POPHAMS CAFÉ:**

Enjoy coffee, snacks and a space to relax at our pop-up with the cult East London eatery.

## **WORKSHOPS:**

Go hands-on and craft your own Mulberry leather bracelet with the help of our craftspeople.

## **TALKS:**

Listen to a range of guest speakers from across the industry as they discuss fresh new perspectives on responsibility and fashion.

## **HAPPY HOUR:**

Join us on Saturday evening for complimentary drinks and a DJ set by Sydney Lima.

## **NAIL BAR:**

Upgrade your nail art with a walk-in manicure from BhamB Nails, inspired by our latest collection.

# Portobello



Our first 100% sustainable leather bag, the Portobello is made at Mulberry's carbon-neutral Somerset factories with Heavy Grain leather from a gold-rated tannery and a recycled polyester thread. Watch the bag being made in real time by our craftspeople at the Bond Street Artisan Studio during London Fashion Week.

*“Our starting point for this family was the ultimate everyday item, the plastic bag—functional, but throwaway. The Portobello keeps the beautiful utility of this silhouette and elevates it into an elegant tote that is practical and, more importantly, made to last.”*

— Johnny Coca, Mulberry Creative Director.

# M Collection



Intrinsically versatile, understated and unisex, the M collection integrates seamlessly into the modern wardrobe. Each piece has been crafted with a durable and water-repellent jacquard, made from a bespoke blend of ECONYL® regenerated nylon and sustainable cotton.

The collection's signature print sees the Mulberry M interlocked in a play on Brutalist architecture and heritage textiles to create an elegantly utilitarian motif.

# Mulberry Exchange

We are excited to launch this progressive suite of circular economy services, allowing you to have your Mulberry bag authenticated and appraised, with the opportunity to put this value towards a new purchase.

Pre-loved and archive pieces will be available for purchase at the Bond Street and Gees Court stores, with a focus on rare silhouettes and limited-edition pieces, carefully revived by Mulberry's restoration artisans in Somerset.

To celebrate the launch, we are excited to display a selection of pre-loved bags from high-profile fans at our *Made to Last* installation in Bond Street.



# Mulberry Green



Our Responsibility Approach is called Mulberry Green, a reflection of both our signature colour and our respect for the natural world. It is based on the principle that Mulberry will make a positive difference to the people, environments and the communities in which we work and is focused around materials, manufacturing, product and people.

Visit [mulberry.com](https://mulberry.com) for more information about Mulberry Green.

# Schedule

Saturday 15<sup>th</sup> February — **OPENING HOURS: 10:00 – 20:00**

- 10:15 - 11:15 — Discussion panel with Mulberry Creative Director, Johnny Coca & guests
- 13:30 - 14:30 — Workshop with Mulberry's Craftspeople
- 14:30 - 15:00 — Panel Discussion: Fashion as An Investment: Planet and Wardrobe
- 15:30 - 16:30 — Workshop with Mulberry's Craftspeople
- 16:30 - 17:30 — Workshop with Mulberry's Craftspeople
- 18:00 - 20:00 — Happy Hour with DJ set by Sydney Lima

Sunday 16<sup>th</sup> February — **OPENING HOURS: 11.00 – 18.30**

- 11:15 - 11:45 — Panel Discussion: What is our Responsibility?
- 13:30 - 14:30 — Workshop with Mulberry's Craftspeople
- 15:30 - 16:00 — Panel Discussion: What can our industries learn from each other?
- 16:15 - 17:15 — Workshop with Mulberry's Craftspeople
- 17:15 - 18:15 — Workshop with Mulberry's Craftspeople

**GUEST SPEAKERS INCLUDE:**

*Anna Foster, Emma Breschi, George Lamb, Jane Shepherdson, Karen Clarkson, Lucy Williams, Ollie Gold, Richard Malone, Wilson Oryema*

Advance booking for all workshops and panel discussions is highly recommended. Visit [mulberry.com/gb/made-to-last](http://mulberry.com/gb/made-to-last) for tickets.

Please note the schedule is subject to change, check online for the most up-to-date information.



BECAUSE  
LOW  
WASTE  
IS GOOD  
TASTE

MULBERRY:  
MADE TO LAST

14-16 February, 50 New Bond Street

Mulberry