

Mulberry

Alexa: The Return of an Icon

On the eve of their 50th anniversary, Mulberry is kicking off celebrations with the return of one of their most desired silhouettes, the Alexa – with key sustainable updates.

First launched in 2010, the iconic satchel-style bag was inspired by Alexa Chung's carefree confidence and the timeless style of Mulberry's Postman's Lock accessories. A devotee of the brand, Chung was frequently spotted with a well-loved vintage Mulberry briefcase by her side. Mulberry's design team were inspired to create a relaxed, modern version of this traditionally formal shape, and the Alexa was born. It quickly became one of the brand's signature silhouettes and the most sought-after Mulberry bag of a generation.

The relaunched Alexa has been refined in style and reflects Mulberry's commitment to responsible innovation. The range is made with leather from gold standard, environmentally accredited tanneries and has been crafted at the brand's carbon neutral UK factories. The result is an update to this iconic laid-back satchel shape that epitomises a modern, sustainable approach to luxury.

The Alexa colour palette ranges from tranquil, earthy neutrals (Charcoal, Chestnut, Chalk), to joyful neon shades to light up the festive season (Neon Pink and Neon Yellow) and key hues of the signature Mulberry palette (Mulberry Green, Deep Amber and Black). As with the original Alexa collection, a trio of sizes is available, with the classic silhouette complemented by youthful Mini and bold Oversized styles.

Celebrating the return of the Alexa, Mulberry's creative campaign follows a protagonist through dreamscapes and landscapes on a surreal search for the iconic silhouette. Shot by photographer and director Francesco Nazardo, the campaign stars model Steffi Cook, styled by Eliza Conlon. The Alexa short film has been scored by Oliver Burslem – one of the brand's regular creative collaborators from the My Local gig series.

An accompanying photo series, shot by Gwen Trannoy, explores a new generation of British creative talent meeting the Alexa for the first time. The portraits feature Trippin co-founder Kesang Ball; gal-dem founder Liv Little; Emily Davies, the floral designer behind Athlyn; and artist/illustrator Elif Yilamazturk. Each of the women was asked to choose a London location for their shoot that holds a special meaning for them, introducing the new silhouette to this familiar setting. The resulting images paint a bold and joyous vision of Britain's creative communities.

In recognition of its cult status, an original Alexa bag – from Chung's private collection – will be featured in the V&A's forthcoming exhibition *Bags: Inside Out*, sponsored by Mulberry. The Alexa will appear as part of the "It Bag" renaissance in a curation that explores the unique cultural status of bags and their craftsmanship.



The Alexa, Oversized Alexa and Mini Alexa will be available globally in Mulberry stores and at mulberry.com from 2nd November 2020.

Bags: Inside Out, sponsored by Mulberry, will open at the V&A Museum on 21st with November 2020. Tickets are available to book now through the museum's website. Find out more at mulberry.com/gb/v_a

