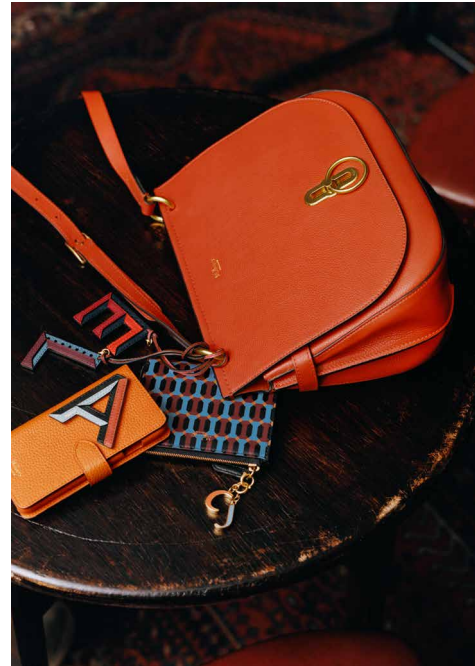


Mulberry

Autumn Winter '19



Mulberry is excited to introduce their Autumn Winter '19 collection – a reinvention of the modern British wardrobe.

The collection combines cornerstones of British style – eccentricity and reserve – to complement the individual wardrobes of modern women. Versatile garments offer an update on classic pieces, from heritage tailored suiting and the punkish rivet-studded accessories to the idiosyncratic colour palette and a range of prints, both whimsical and bold. Every piece has been created with the process of constructing an outfit, and a singularity, in mind.

The new season campaign features the collection shot against the backdrop of a national institution: the British pub. It boldly celebrates the diversity of modern Britain and the inclusivity of these communal spaces, often snapshots of their surrounding neighbourhoods – democratic and open to all. The campaign conveys a sense of community with regulars and newcomers mixing in a riot of prints, pints and music.

This spirit will be carried through the season with Mulberry's 'My Local' Series – a programme of pop-up events throughout the summer across key international cities. The series kicks-off in London with the best of British pub culture – from the reinvention of the traditional pub quiz, to late night gigs.

The ethos of the season is evident in the new key silhouette, the Keeley: a rebellious yet feminine bag that effortlessly toes the line between day and night. The family is made up of a satchel and two sizes of shoulder bags, all accented with Mulberry's newest hardware signature: the Keystone Lock. Inspired by British architecture and masonry, the lock's shape and detachable hanging chain are also a nod to the punk elements of AW19.

Mulberry continues to celebrate individual style with the launch of their personalisation range. Enamel letter charms and leather letter stickers and keyrings allow everyone to make the collection their own, adding a further personal touch to Mulberry's hand-crafted bags.

"Since joining Mulberry, I've sought inspiration from diverse facets of British history and culture; always with the intent to make people rethink what has come before. I've enjoyed playing with the eccentric, but this season, my focus was simple: to create building blocks for a modern British wardrobe. Pieces which reflect both who women are and who they want to be."

"The pub seemed like the perfect landscape to explore this concept, an everyday venue that frequently witness grand futures planned and unforgettable presents unfold."

Johnny Coca, Mulberry Creative Director.

