

Mulberry

Mulberry to Launch as Brand Partner on Farfetch.com

British luxury brand Mulberry announces the launch of a new global partnership with Farfetch to support its international omni-channel strategy.

Mulberry is partnering with Farfetch on a global concession basis, enhancing the brand's direct to consumer model and strengthening its international presence. The arrangement comes into effect from 18th April 2019.

The Mulberry offering on Farfetch features a selection of the brand's signature leather bags, such as the bestselling Amberley collection, which showcases the brand's renowned leather craftsmanship and Made in England credentials. The platform's customers can also shop Mulberry's lifestyle ranges including small leather goods, ready-to-wear, shoes, soft accessories and the recently introduced sunglasses collection.

Thierry Andretta, Mulberry CEO, said: "We are pleased to have entered into this partnership and look forward to working together to further enhance Mulberry's omni-channel customer experience and international distribution. Farfetch is the leading global technology platform and this partnership is a significant development for our international growth strategy which will help us to reach our target audience globally."

Giorgio Belloli, Chief Commercial & Sustainability Officer Farfetch, said: "We are delighted to welcome Mulberry to Farfetch. Supporting a quintessentially British brand to reach a global audience of people who love Mulberry's heritage-driven, yet innovative fashion approach to products and design, is really exciting for us."



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 Somerset 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.

Mulberry Group plc is listed on AIM in London (MUL). Visit www.mulberry.com for further information.

ABOUT FARFETCH

Farfetch Limited is the leading global technology platform for the luxury fashion industry. Founded in 2007 by José Neves for the love of fashion, and launched in 2008, Farfetch began as an e-commerce marketplace for luxury boutiques around the world. Today the Farfetch.com Marketplace connects customers in over 190 countries with items from more than 50 countries and over 1,000 of the world's best brands, boutiques and department stores, delivering a truly unique shopping experience and access to the most extensive selection of luxury on a single platform. Through its business units, which also include Store of The Future, Farfetch Black & White Solutions, Browns, and Stadium Goods, Farfetch continues to invest in innovation and develop key technologies, business solutions, and services for the luxury fashion industry.

For more information, please visit www.farfetch.com.

