

Mulberry

#MulberryLights 2019: Celebrating the Season of Light



This year Mulberry draws inspiration from the great British tradition of festive storytelling to spread messages of hope and the spirit of giving. Launching on 15th November, #MulberryLights will celebrate the festive season with a series of joyful projections to discover, a new short film, a dedicated gifting collection and an interactive programme of instore activities and services.

Poet and director Caleb Femi, the first Young People's Laureate for London, has been commissioned to create a poem and the short film entitled "The Season of Light", celebrating the wonder and sense of connection that links Christmases past, present and future. Selected excerpts of the poem will be brought to life across the UK through unexpected and enchanting light projections in landmark British spots.

Throughout the festive period, the brand's Instagram followers will have the chance to win the ultimate Mulberry experience by using a specially created festive filter on their Instagram Stories and tagging #MulberryLights. The winner will enjoy a trip for two to the brand's home in the Somerset countryside and a visit to the factory to create a bespoke version of their favourite Mulberry icon to take home.

Messages from "The Season of Light" also appear emblazoned on the season's gift wrapping and feature on selected items from a new festive capsule collection. In the spirit of giving back, proceeds from this gifting range – from teddy bears to notebooks, candles to pin badges – will be donated to Beam, a UK charity which helps people who have experienced homelessness to start or further their careers through education and training.

A new line of signature gifts launches for the season which includes charming stocking fillers from animal keyrings and personalisation stickers to heart-shaped purses and tartan soft accessories. They join two new bag silhouettes: the chic Darley Shoulder Bag and the youthful Belted Bayswater Satchel, new tartan animations of the coveted Millie and Iris bags will bring a modern heritage twist to the gifting line-up.

Customers are invited to explore the range in-store and complement their shopping with unique seasonal experiences. The programme of events includes a modern Mulberry take on carol singing, as well as candle and wreath making. A new embroidery personalisation service will be exclusively offered at the Bond Street store available for Millie styles, the Heritage Bayswater and Bayswater Tote. Selected stores across the country will also host light-inspired photobooths that allow visitors to make and send their very own festive greeting card.

Mulberry's At Your Service promise means a seamless experience for customers. It covers a host of services including same-day delivery across London, free shipping and returns for online purchases and an extended returns period. Customers can request bespoke services in store, from tracking down previous seasons' styles, hand delivery to your door and personal shopping appointments.

The network of Mulberry stores and digital flagship mulberry.com will be joined by new pop-up stores launching at Gatwick and Canary Wharf, while a residence at Royal Exchange London introduces the ultimate shopping experience. The pub-inspired space draws on the brand's My Local series, including pool tournaments, drinks and bar snacks. The location offers personalised services and is available on request to host private shopping events.

As always, this dedication to customer satisfaction doesn't end when you leave a Mulberry store. A new bag cleaning service has been added to the globally renowned repairs service at the Somerset factories, allowing customers to revive a well-loved bag right in time for the holidays.

