

# Mulberry

## Mulberry continues My Local Series with Olivia Dean, Tom Grennan and Merlin Labron-Johnson as fundraiser hits £75,000

Mulberry is pleased to announce the latest line-up of digital gigs as part of the Take Root, Branch Out campaign. Following the successful launch of this social version of the 'My Local' series featuring Joy Crookes, Austin Williams and Arlo Parks, the virtual performances continue on Sunday 26th with upcoming singer Olivia Dean. British singer-songwriter Tom Grennan takes over on Tuesday 28th, playing his latest single *Oh Please*, as well as favourites from his breakthrough album *Lighting Matches*.

Cooking inspiration is served up on Thursday 30th as Michelin-starred chef and Somerset local Merlin Labron-Johnson teaches Mulberry fans the secrets to making the perfect rhubarb and lemon verbena pavlova. Singer Alfie Templeman joins us on 5th May to perform his new single Happiness in Liquid Form, and on Saturday 9th May Jodie Harsh brings the Harsh Houseparty to Mulberry with a live DJ set.

More performers will continue to be announced, so stay tuned for updates on Instagram @mulberryengland.

Complementing these digital events, the Mulberry Sounds Spotify channel has kept the tunes coming between lives sessions. Every Friday, friends of the brand are releasing playlists on their chosen theme. Music fans can already stream playlists curated by Clara Amfo, Lucy Williams, Alan Power and Bee Beardsworth amongst others, with Laura Jackson, Betty Belle, Amber Anderson, Kelvin Bueno and Charli Howard still to come.

Take Root, Branch Out and 'My Local' activities will be free to all, but we ask our community to consider making a donation to Mulberry's Coronavirus Appeal in support of the National Emergencies Trust. All funds raised will be distributed by the National Emergencies Trust to local UK charities and support groups, who can most effectively and efficiently support communities and individuals in need. At the present time, the brand has raised over £75,000 with this appeal.

John Herriman, CEO of the National Emergencies Trust, said:

*"We are delighted to have the support of Mulberry. Both these initiatives, 'The Local Sessions' and 'The Root, Branch Out', capture the spirit of bringing people together during these difficult times. As a charity this sense of togetherness is always at the forefront of our mind as we support local communities across the UK dealing with this crisis. Charities, grass root organisations and groups are able to collaborate as a result of National Emergencies Trust funding helping them to support vulnerable people at their time of greatest need. We would be unable to do this vital work without the amazing backing of Mulberry and our other partners."*

Visit [mulberry.com/net](https://mulberry.com/net) to learn more about the cause and make a donation.

#TakeRootBranchOut  
#MyMulberryLocal

MULBERRY'S  
**MY LOCAL**  
S E R I E S

**THURS. APRIL 30**

**BAKE AT HOME WITH**

**MERLIN**

**LABRON-JOHNSON**

**MICHELIN STAR CHEF**

**ON IG LIVE 6PM BST**

#TAKE ROOT BRANCH OUT  
@MULBERRYENGLAND

