

# Mulberry

## Mulberry Launches Eyewear



Mulberry is delighted to announce the global launch of our eyewear collection on 15th February, in a new expansion of our unisex lifestyle offering.

Coinciding with the unveiling of our Spring Summer collection, this debut collection presents seven styles inspired by British style icons. They each resonate with the youthful, irrepressible spirit of our heritage, and this season's wider collection.

This season we take an aesthetic sojourn to the Mod subculture of the sixties. This was an era when distinctive eyewear silhouettes, from John Lennons to Jackie Os, became synonymous with their wearers. Our bold styles add a fresh, playful edge to these retro influences.

The Mulberry frames fall into categories: the Kate, Jane, Emma and Gian come in chunky acetate while the Tony and Lenny styles are shaped from a lightweight metal wire. The final silhouette, the Enyd, combines both materials in a hybrid style. The colour palette borrows from the seasonal ready-to-wear, showcasing shades from Hibiscus Red to Sorbet Pink, as well as timeless black and golden metallics.

As always, we have put the emphasis on craftsmanship and quality as much as form and functionality. A brand-new category for us, these pieces have been created in partnership with eyewear specialists DeRigo.

'The exciting decision to launch eyewear felt like a logical progression for me. When I design, it's important for me to consider of every aspect of a person's life. Eyewear presented a fresh new avenue to expand the Mulberry lifestyle. For this first collection, the idea was to create bold but refined frames that are both feminine and masculine, elegant and timeless. They reference a moment in time but feel right for right now.' Johnny Coca

Our Regent Street flagship store will officially launch the collection during London Fashion Week, with a storefront installation celebrating this new category and its iconic inspiration.

Mulberry eyewear will be available in Mulberry stores worldwide, at [mulberry.com](http://mulberry.com) and through select opticians. Prices range from £190 to £220.

