

# Mulberry

## Mulberry launches first fully sustainable leather bag



Mulberry is proud to announce the launch of the Portobello Tote, its first 100% sustainable leather bag, on the 6<sup>th</sup> December.

The creation of the Portobello bag is inspired by Mulberry Green, the brand's responsibility commitments that focus on creating a positive change and a sustainable legacy through the care and attention it takes in designing, sourcing and manufacturing each collection.

Made entirely in the UK, at Mulberry's carbon-neutral Somerset factories, the bag uses Heavy Grain leather from a gold-rated tannery and the material is a by-product of food production. This gold standard rating has been awarded by the internationally recognised Leather Working Group based on the environmental operations and output of the tannery.

The Portobello is unlined and has been stitched with Epic EcoVerde thread, a recycled polyester fibre. The streamlined tote also features double loop handles and a shoulder strap, so it can be carried or worn across the body.

*"Our starting point for this family was the ultimate everyday item, the plastic bag – functional, but throwaway. The Portobello keeps the beautiful utility of this silhouette and elevates it into an elegant tote that is practical and, more importantly, made to last."*  
– Johnny Coca, Mulberry Creative Director.

The bag will be available in store and at [mulberry.com](http://mulberry.com) in a range of signature and seasonal shades: Black, Midnight, Chestnut, Nordic Blue, Crimson, Tangerine Orange and Mulberry Green, with prices starting at £795.

Mulberry is proud to champion these values while upholding a reputation for world class quality and is committed to ensuring the price for responsible sourcing and production is not passed on to the consumer. 100% of profits from the sale of the bag will go to the World Land Trust: a conservation charity that funds the creation of reserves and provides permanent protection for habitats and wildlife.

As always, the dedication to product durability and longevity doesn't end when you leave a Mulberry store – the brand offers a globally renowned lifetime restoration service which allows customers to revive, rather than replace, a well-loved bag.

*"I am delighted to oversee the creation of Mulberry's first completely sustainable bag. Through our Mulberry Green responsibility commitments, we are continuing our innovative approach towards design and manufacturing in a conscientious way, ensuring we will provide truly luxury, truly responsible products for our customers."*  
– Thierry Andretta, Mulberry CEO.

