

Mulberry

Mulberry opens its doors at Rockefeller Center

British luxury brand Mulberry is pleased to announce the opening of its new store on the Promenade at Rockefeller Center, New York City.

This is the first location in the United States to showcase Mulberry's new store concept. Created by Johnny Coca and interior designer Faye Toogood, it draws inspiration from British art and landscapes combined with bold architectural forms. The result is a retail space that feels more akin to a welcoming home – blending individual modern taste with heritage touches.

Within this store customers can shop a selection of the brand's signature leather goods and lifestyle accessories for both men and women.

The store marks an important step in advancing the brand's international development strategy, which has seen the opening of new stores in key regions as well as the expansion and enhancement of the digital and omni-channel platform.

"I am pleased that we have opened the store on 5th Avenue in Rockefeller Center, New York City, a strategic location with high visibility for both domestic customers

and tourists. The store is the first in the United States to feature the new concept and will enable us to further advance our omni-channel and direct to customer strategy in this region as we continue to grow Mulberry as a global luxury brand." – Thierry Andretta, CEO.

ABOUT MULBERRY

British luxury brand Mulberry creates bags, ready-to-wear, shoes and accessories for the everyday lives of men and women, designed in London by Creative Director Johnny Coca. Founded 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 lifestyle brand with over 120 stores worldwide and is proud to be the largest manufacturer of luxury leather goods in the United Kingdom.

