

Mulberry

Mulberry launches pop-up concept at Royal Exchange

Mulberry is pleased to announce the opening of a pop-up store at the Royal Exchange, London on 18th November for a six-month run.

The pop-up will be the first concept store of its kind from Mulberry, with a pub installation inspired by the brand's global My Local series. Customers can pair their shopping with an exploration of the Mulberry world in this immersive space complete with a fully equipped bar, sponsored by Meantime, and a tournament-ready pool table.

With the festive season approaching, the store will offer a curated selection of the brand's iconic bags and lifestyle accessories that are perfect for gifting, including the newly launched Belted Bayswater: a deconstructed reinterpretation of a celebrated silhouette. A special festive collection, the Season of Light, will also offer stocking fillers from stationery to teddy bears - with proceeds donated to Beam, a UK charity which helps people who have experienced homelessness to start or further their careers through education and training.

In true pub style, the bar can be reserved for Mulberry-style lock in events with complimentary drinks, pool tournaments and sponsored prizes. A personal shopper will be on site for styling advice and recommendations, with all purchases hand delivered the following day. Customers can contact the Royal Exchange team directly on royalex.events@mulberry.com for more details or to make a booking.

