

# Mulberry

## Mulberry opens new Oslo store

British luxury brand Mulberry is pleased to announce the opening of a new store in Oslo on 6th August.

In partnership with Group 88, this is the first location in Scandinavia to feature 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.

Mulberry's full product universe will be on offer, encompassing ready-to-wear and shoes alongside the iconic bags and lifestyle accessories. The latest silhouettes are well-represented including the tasselled Millie Tote and rock-chic Keeley shoulder bag, both made in the brand's UK factories. The store will also host an exclusive preview of AW19's Iris bag on August 15th for press and influencers.

Versatile, customisable, and tailored for the lives of modern women, the Iris has been designed to shine as an everyday bag that transitions with ease into evening. With the option to personalise the woven leather handle, customers are invited to make the Iris feel truly their own.

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 this new store in Oslo with our longstanding partner in Scandinavia, Group 88. The store is the first in Scandinavia to feature the new concept and will enable us to further advance our international, omni-channel and direct to customer strategy to grow Mulberry as a global luxury brand."* – Thierry Andretta, CEO.

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