

Mulberry

The My Local Series: MULBERRY×TOKYO

Mulberry is delighted to announce the launch of **MULBERRY×TOKYO** – a programme of immersive customer events held in Omotesando, Tokyo from 21st to 24th August, accompanied by a week-long pop-up boutique at the Shinjuku Isetan department store.

Inspired by Mulberry's Autumn/Winter '19 campaign muse, the British pub, the My Local Series kicked off in London this summer with a series of live music gigs. Now the concept is going on tour, with events across key international cities. Visitors will enjoy the best of Mulberry's London and its iconic pubs: playful and inclusive places where all generations and subcultures mix.

MULBERRY×TOKYO sees a modern interpretation of the British pub recreated in the dynamic neighbourhood of Omotesando. On the ground floor an experiential space has been adapted for conviviality and live music, while the upstairs space hosts hands-on workshops with craftspeople from Mulberry's factories in Somerset, England.

Kicking off with a launch party presided over by Mulberry's take on a London pub landlord, VIP guests will be entertained with international music acts and experience a traditional British lock-in where "last call" signifies the start of the evening and not the end.

A full schedule of events open to the public will unfold over the week, including interactive workshops, authentically raucous Happy Hours with live music, and a variety of pub games with suitably luxurious prizes. Sign up on mulberry.jp to be the first to know programme details and to register for workshops.

To coincide with the series, Mulberry is also launching a pop-up shop in Tokyo's Shinjuku Isetan department store from 21st to 27th August, showcasing the brand's new collections for women and men and hosting the global launch of the new Iris bag.

The Iris is Mulberry's take on the ideal everyday bag: versatile, elegant and tailor-made for the lives of modern women. Alongside a selection of block colours with interchangeable handles, there is a limited-edition version in a bespoke London Tartan print, available only in the Shinjuku Isetan pop-up.

A co-ordinating capsule collection has also been created to celebrate the brand's residency in Tokyo. Showcasing the London Tartan print, it ranges from scarves and pouches to totes that are perfectly suited for customisation with newly-released letter charms, keyrings and stickers.

The Shinjuku Isetan pop-up will exclusively retail the Iris and the London Tartan capsule collection for the duration of the installation. A global launch will follow at mulberry.com and in selected stores internationally.



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