

# Mulberry

## Mulberry Opens New Store at The Dubai Mall



Dubai, April 2019 – British luxury brand Mulberry is proud to announce the opening of its latest store on The Fashion Avenue of The Dubai Mall. This opening marks an important step in the brand’s expansion plan in the region.

The design of the space reflects the new Mulberry store concept, created by Creative Director Johnny Coca and British interior designer Faye Toogood, which draws inspiration from British art and landscapes combined with bold architectural forms. It is a celebration of British style, anchored in heritage, with a contemporary edge.

Conceived as an immersive space, the new Mulberry store feels like a beautifully curated home environment: sophisticated yet welcoming. This personalised approach to retail allows customers to discover, or re-discover, the brand’s distinctive take on Britishness.

The Dubai Mall store will stock an extensive range of Mulberry’s lifestyle products for him and her – bags, small leather goods and sunglasses – as well as women’s footwear and jewellery from the seasonal AW19 collection.

Combining cornerstones of British style – eccentricity and reserve – the AW19 collection complements the individuality of modern women. Tradition melds with

punk aesthetics as masculine staples are interwoven with the hallmarks of femininity. Together they form an intelligently irreverent and contemporary wardrobe steeped in heritage.

The store’s official opening saw Dubai’s top tier media and influencers explore the new store concept and featured a preview of AW19’s Keeley bag. Embodying a rebellious femininity, the Keeley reflects the duality of the modern woman and caters for her lifestyle, effortlessly adapting to day or night. The bag also introduces the Keystone Lock, a new signature closure with a minimal stud shape.

“I am pleased that we have opened this important store in Dubai with our longstanding partner in the Middle East, the Chalhoub Group. The store features 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.

“The store concept plays on Mulberry’s heritage by celebrating British landscapes and a national legacy of architectural and artistic innovation.” – Johnny Coca, Creative Director.

