

Open Up With Mulberry

Reimagining Heritage Through Story



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Bringing Authentic Energy to Luxury

- **Message** : Mulberry is focusing on positioning themselves as a historically luxury brand that wants to highlight its tradition UK heritage. With a not-too-narrow target audience, they appear to be catering to both the classy professional, with some playful and fun campaign attempts on Instagram. Their current hashtag is #BeyondHeritage
- **Conflict** : Mulberry is focusing too much on positioning themselves as a company embodying UK heritage, when the other luxury brands have controlled and been present in the market for far longer. The brand's messaging strategy is falling flat, meaning **there is no emotional depth and connection with consumers** , especially through their social media presence
- **Plot holes to fill** : Mulberry's history shouldn't be a key player. They need to focus on the present and tell a broader, authentic, current story of themselves and their consumers in a personable way. Almost like they are re-introducing themselves as modern day Mulberry, understanding who is actually shopping their products, not who they hope are



A Mixed Bag of Competition

- **Burberry**

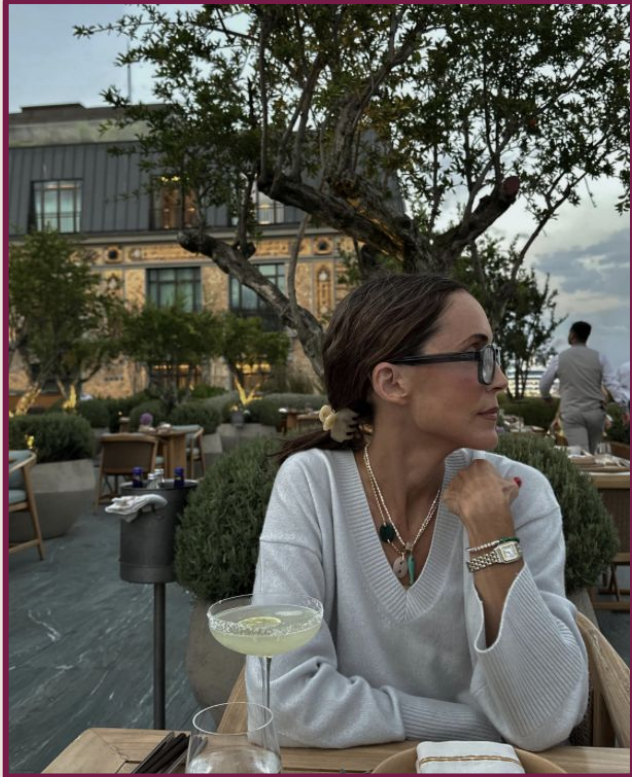
- 1856, Public, British luxury fashion
- Shared british heritage and craftsmanship operating on a global scale
- Product categories compete directly, yet Burberry has a higher price point and luxury perception

- **Longchamp**

- 1948, Private, French luxury fashion
- High-quality leather goods that aspirational, but still more attainable than typical luxury
- Style-conscious everyday quiet luxury with a similar on-the-go target audience valuing practicality



A Consumer-Centric Campaign, Introducing:



Abby Harlow (47)

- Income \$375,000
- Finance professional, consultant
- Favors a polished, classic silhouettes, academic style
- Functionality is key, her bag is an everyday tool
- She likes that Mulberry doesn't scream luxury with big logos
- Unmarried with a passion for window shopping and follows fashion influencers and career role models

A Consumer-Centric Campaign, Introducing:



Louis Sinclair (52)

- Income \$325,000
- Career focused CEO and constantly on the move (travel, around the city, commuting, etc)
- Favors high quality quiet luxury with no flashy branding
- Views this purchase as a long term investment that's durable and functional, but also good for his appearance
- Married with a hobby for reading and follows inspirational social media accounts

A Handle on Our Marketing Approach

- Mulberry 2026 should pursue an international marketing span of reach, with a key focus on its core **UK audience and select US customers:**
 - Traditionally a brand anchored in British sensibility, Mulberry must capitalize on this domestic brand recognition while looking to establish a U.S. presence for future scalability
 - Rapidly overextending into locations where the brand lacks an existing reputation with no growth opportunities will damage Mulberry's identity
- To promote this campaign, Mulberry will pursue **a mix of print advertising and social media marketing:**
 - Print advertisements in public transportation (taxi cabs, The London Underground) and on city billboards will **target the brand's 'working customer on the go'**
 - Rooted in authenticity and relatability, this campaign will perform well on **Instagram and Facebook, where Mulberry already highlights its more playful campaigns and visuals**



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- For a 2026 social media campaign, Mulberry should tell a story of identity, imagination, and authenticity, positioning each bag as more than an accessory, but as **a character-defining companion to move the company's messaging from flat, to forming active consumer relationships. It will "reveal" the humanistic items within each bags interior**
- This campaign humanizes Mulberry's collections and creates emotional storytelling, as well as reinterpreting Mulberry's British heritage through vibrant, character-led narratives that feel authentic and relatable. Thus, **increasing brand loyalty with a broader story**
 - **#MulberryMoments or #OpenUpWithMulberry**



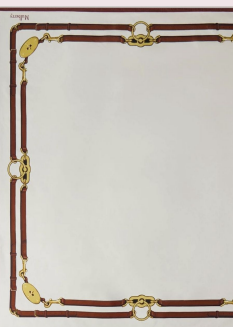
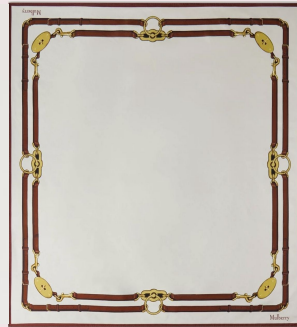
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What We Opened Up:

- Heritage focus made Mulberry's voice fall flat, leading to a lack of consumer communication and loyalty
- Conducting a personable high energy international marketing campaign through social media will grab current and future target consumers attention
- It is time to stop marketing against historical luxury brands, and open up to creative authenticity

Thank you! Questions?



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