



MULBERRY OPENS ITS FIRST STORE IN BERLIN

British luxury brand Mulberry has opened its first store in Berlin on prestigious street, Kurfürstendamm. This new store continues the brand's expansion into major European cities and reinforces the brand identity through a dedicated retail space.

Mulberry is internationally known for luxury leather craftsmanship. Founded in 1971 in the English countryside, the brand is one of the last British luxury brands to still retain and invest in leather goods manufacturing in the UK, and has built a reputation for balancing creativity and modernity with the traditions of luxury leather craft.

The new Mulberry store has been designed by renowned British architects Universal Design Studio, who focused on creating a connection between the store design and Mulberry's dedication to craftsmanship. Tactile, natural materials like timber and limestone provides a welcoming and warm environment and oak is used as a subtle reference to the English countryside and Mulberry's rural roots.

To celebrate the brand's arrival in the city, Mulberry has collaborated with respected Berlin artist Frank Hülsbömer, who has created a bespoke installation in a dedicated in-store space. The piece is based on the brief of 'design and craft' and uses shards of vintage glass and light to create a kinetic art installation, which will be in residence for the first part of the summer. Other in-store design touches include Bocci pendant lights and Lee Broom crystal globe light fixtures.

The store stocks men's and women's leather bags and accessories, as well as seasonally changing women's accessories, shoes and ready-to-wear. Mulberry in Berlin also has a retail exclusive: a Willow Tote in Biscuit Brown Alligator, the only one of its kind in the world.

Store address: Mulberry, Kurfürstendamm 184, 10707 Berlin
Store telephone number: 0049 (0) 3023 257450

Bruno Guillon, Mulberry CEO:

"We're delighted to be opening our first store in Germany. We chose Berlin for the rich culture between the city's history and its artistic heartbeat, we felt the city's vibrancy and energy was the ideal complement to the Mulberry brand and our own heritage of craftsmanship and creativity. Europe is still a key growth market for Mulberry, so to open a store in a strong city location like Berlin is a significant milestone for our expansion plans in this region. Over the long term we want to see Mulberry extend its reach as a global luxury brand, known for its leather craftsmanship and English sensibility."

Frank Hülsbömer, Artist:

"The kinetic installation contrasts between a shiny surface and a matt background, similar to the contrast between leather and the metal closure on a Mulberry bag. Its like a small mirror. A coincidental parallel. It would be flattering if the viewer would take this thought with them every time they glance over the closure on their bag."

"Meine kinetische Installation spielt mit dem Kontrast zwischen hochglänzenden Flächen und mattem Untergrund. Ganz ähnlich wie der Kontrast von mattem Leder zu dem glänzenden Verschluss einer Mulberry Bag - eine zufällige Parallele. Der Verschluss erinnert an einen kleinen Spiegel, der aus der Installation entsprungen sein könnte. Es würde mir sehr schmeicheln, wenn man beim Anblick der Tasche an meine Installation denkt."



MULBERRY

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Further Notes:

The Willow bag collection celebrates timeless leather craft with its shape, style and detailing. The structured Willow Tote features the signature Mulberry hardware; postman's lock, zips and padlock fob, and has a clever zip-detached envelope clutch fulfilling two multi-wear functions in one style. The new Willow collection is made exclusively in Mulberry's British factory, and is named in honour of Mulberry's second home factory, The Willows, scheduled to open in late 2013.

Mulberry Berlin art project supported by VCCP agency, with thanks.