

Mulberry Brings Aspirational Content To The Web

Written by Alicia Fiorletta, Senior Editor, Retail TouchPoints

[Mulberry](#), the British luxury brand, has been lauded for exceptional quality and craftsmanship since its inception in 1971. From leather handbags to footwear and apparel, the brand's products have been spotlighted for their iconic and timeless style.

Now, Mulberry is extending the aspirational brand and content to the web with the re-launch of its e-Commerce site. The refreshed online brand experience was developed in partnership with [Tacit Knowledge](#), a digital commerce consultancy, and crafted using the [hybris](#) e-Commerce framework.

"We are extremely focused on offering the best possible customer experience and service, across every channel of our business," said Charlotte O'Sullivan, Head of Online at Mulberry. "We decided to re-launch our e-Commerce site because we wanted to ensure that we would continue to have a strong, stable platform that could keep pace with and support our international growth and that would allow us to continue to evolve and improve the experience and service we offer our customers."

To make sure that customers can access the Mulberry site from a variety of devices, the brand implemented a responsive design. Providing a scalable smartphone and tablet offering was key to Mulberry because the brand had seen "considerable growth in mobile visitors, which is a trend we expect to see continue," O'Sullivan explained. "We actually started with our mobile and tablet user experience to ensure our customers would get a fantastic, consistent experience regardless of the device they were using."

High-definition images and videos grace the new web site, encouraging customers to browse more intently through catalogs and product pages. All forms of editorial content, such as images, video and text, are key to helping customers "experience and engage with Mulberry beyond our product offerings," O'Sullivan said. "It offers our customers a view into the Mulberry world, the people we collaborate with, and individuals we are inspired by."



Product pages also include social sharing capabilities for Facebook, Twitter, Pinterest and Google+. Making it easy for customers to share products with friends and family on social media was a “natural extension of our service focus,” O’Sullivan said. Social media also is “a key channel for us to engage with our customers beyond the site.”

Tacit Knowledge, a hybris gold-level partner, helped Mulberry integrate the new responsive customer experience design into the e-Commerce system. Poke London, a creative agency, developed the overall model for the site. O’Sullivan noted that Mulberry will continue to work with Tacit Knowledge and Poke as the brand develops a new level of service and experience for online shoppers.

“We’re constantly looking at ways we can improve the experience for our customer, so in that sense we fully expect the site to continue to evolve,” O’Sullivan said. “In particular, we’re looking at ways we can improve our service proposition for customers at a regional level and also in terms of how we can continue to integrate our online and offline experiences.”





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