

# Mulberry Group Plc in Luxury Goods (United Kingdom)

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## Abstracts

Mulberry Group will continue to focus on offering affordable luxury products, as witnessed in 2015, continuing to move away from the high-priced items which failed to break into the top end market during 2014, resulting in a loss of sales. The brand will focus on developing a mixture of strong classic and contemporary designs, with the appointment of new creative director Johnny Coca in 2015 (who previously worked for Celine) and continued collaborations with fashion icons such as Cara...

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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

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