

BACK TO THE FUTURE

London's swinging '60s movement inspires Mulberry's Spring/Summer '19 collection by its creative director, Johnny Coca.

SINCE TAKING UP the reins at Mulberry in 2015, Johnny Coca has redefined the once-floundering brand with his particular touch. For instance, in 2016, he replaced the signature Mulberry tree motif with the original lettering of the house name that Coca discovered in the company's archives. "Modernity always needs roots in the past," said Coca in a video released ahead of his debut show at Mulberry.

And so it was that — a feisty spirit of London in the '60s — from which Coca drew inspiration from for Mulberry's Spring/Summer '19

collection. "When I think of women, especially in the '60s, they have more powerful emotions and more freedom," says Coca.

To him, the '60s was a prominent era in Britain. It was a period of empowerment and emancipation, which gave birth to the concept of modernity. The pop energy of the era is his place of inspiration for his latest collection at Mulberry.

From matching coats and skirts to thigh-grazing pea jackets and trenches, the collection is imbued with codes of the '60s. Mismatched vintage buttons on dresses also add pops of interest to Coca's attention to details. The jewellery, oversized and metallic, is paired with the collection's prints that run from polka dots to daisy graphics and eye-catching psychedelic marble prints.

"I want to bring something cool, fun, playful, and give a sense of humour [to the collection]," explains Coca.

Mulberry's handbags were also given the '60s treatment as the house's line up of bags like the Macro Seatons or Leighton carryalls were given an old-school twist in embroidered and checked patterns. This season also sees the debut of new clutches inspired by geometric shapes, each named

Clockwise from top: The swinging '60s, a high time for prints, is recalled in the collection's use of bold patterns and hues; the show was punctuated with recurring '60s elements such as scalloped edge and mini dress.



after British street suffixes, like 'Roundabout' and 'Square'.

In many ways, the wide-ranging collection reflects Coca's determination in bringing Mulberry back on to the consumer's retail radar. "An important objective for me is making Mulberry more international, extending the categories and increasing the volumes in all the other categories," says Coca. "For us, Britishness is important. It is really important to keep to this philosophy and [for the] DNA to be different and unique." — Sng Ler Jun