

Mulberry

Mulberry Announces Launch of Global Pricing

Mulberry announces the launch of a global pricing alignment strategy that will ensure its customers pay the same price for its products, anywhere they purchase in the world. The brand is introducing global pricing across all its leather goods categories, which account for approximately 90% of revenue, with further categories to follow.

The brand has been rolling out the implementation of global pricing since last year with the launch of the Acne Studios & Mulberry collaboration and continued with the new M Collection introduced earlier this year. Global pricing will be achieved by harmonising international prices with the brand's UK prices, with global pricing in each region to be inclusive of any local sales taxes or duties.

“Mulberry is committed to openness and transparency across our entire global distribution network, for all of our customers. Achieving a global price has been part of our business strategy for some time. As we approach Mulberry's 50th anniversary, we believe now, more than ever, it is important for our customers to know there will be no international price discrepancy. They will pay the same price whether they choose to shop at our digital flagship or at a Mulberry store anywhere in the world.”

— Thierry Andretta, CEO.

He added, *“The response we received from our customers when we introduced this strategy for our Acne collaboration and M Collection was overwhelmingly positive. Our plans to implement this are supported by the fact we are a young, digitally focused, entrepreneurial brand, bolstered by a 95% direct-to-consumer omnichannel business model. We believe global pricing will become the norm and are pleased to be amongst the first brands to implement this.”*

