

Rinnaz-2



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DIEPSY
SUITS

Reinventing an

ICON

Renaissance

Behind every brand is a mystic mind. We speak Mulberry's creative director, Johnny Coca, to talk about his inspirations, his designs and his vision.

Gina

coming out of South Africa Johnny Coca was destined for a career in aeronautical engineering, but the woman in his life had other plans. "When I was really young, I was fascinated by planes," he says. "But I was living with my mother and I was also influenced by the cinema. There was a time when I would go to the cinema and I would see these amazing, beautiful and strange and boring clothes for these ladies."

There is something very neat about Johnny. "I think the idea of a woman who presented herself in a classic, elegant way, which he brought into Mulberry's design. He is an incredible and I think of the brand as a woman. The designer who tells us his favourite items of clothing are his and beater jackets, secretly reveals pictures of the woman he is in love with."

When Johnny joined Mulberry in 2015, his first company bag was the smart vintage inspired Claret. It was a great model that had a need of modernizing after a challenging time that saw it without a creative director for two years. It was imperative to Johnny to want to see the Mulberry brand's history. "I was in the way a new seasonally, which means I respected

everything at the end of his career. It has been a lot to do for the most about the brand. The collection of the first season must be in mind, but the goal. "I see Mulberry as a brand that is more recent ones. All the people try to create the way to write a brand, but in the meantime you can't lose the DNA of why it was born to be Diep."

Now it was the renaissance of the brand, which is a great opportunity. "The brand was so successful and I want to remember the existing customer, but also bring a new energy to the brand. I want to be a brand that is a classic, but also a brand that is a strong, Spanish accent. "I want to bring to the brand a strong, classic bag, but I just wanted it," he says. "Before it was more soft and round and bigger and heavier - it now has a longer strap." He says demonstrating with one of the refreshed, updated models.



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200-801	Pure Cotton with Heavy self embroidery	Semi loan	Cotton checks with heavy pallu border embroidery
200-802	Pure Cotton with Heavy self embroidery	Semi loan	Cotton checks with heavy pallu border embroidery
200-803	Pure Cotton with Heavy self embroidery	Semi loan with Cotton checks with heavy embroidery lace	Cotton checks with heavy pallu border embroidery
200-804	Pure Cotton with Heavy self embroidery	Semi loan	Cotton checks with heavy pallu border embroidery
200-805	Pure Cotton with Heavy self embroidery	Semi loan	Cotton checks with heavy pallu border embroidery

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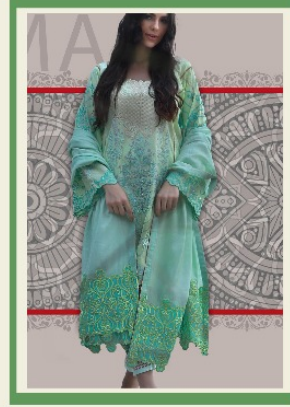
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200-801



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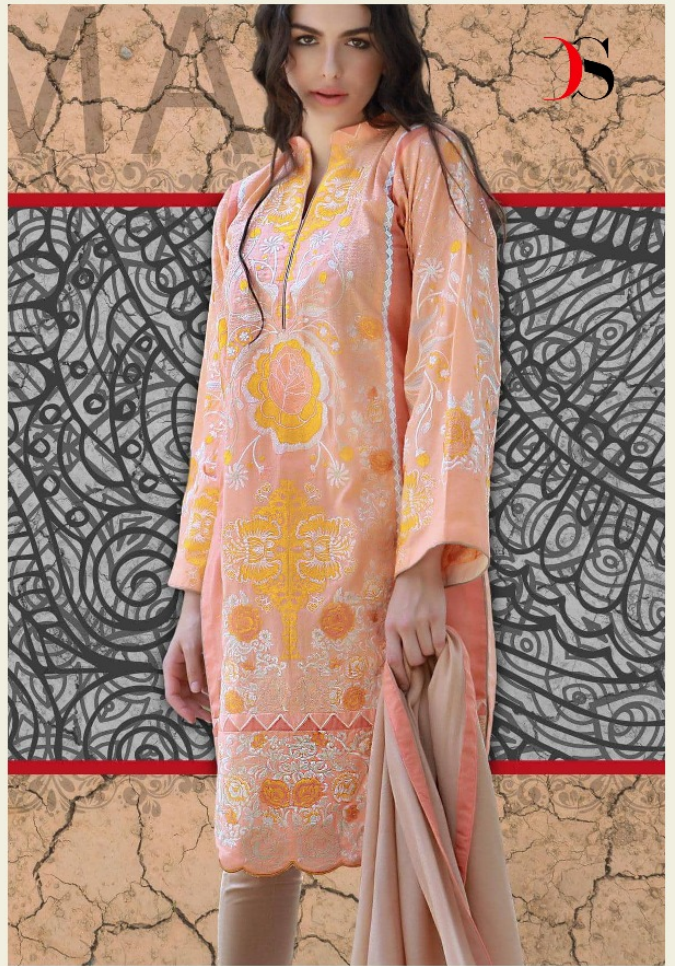

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FASHION

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Fashion is about dressing according to what's fashionable. Style is more about being yourself



200-801

