

INTERNET

## Belstaff reveals rebellious nature in female film series

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*Photo of Anabelle Dexter-Jones for Women in NY*

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By SARAH JONES

British apparel and accessories label Belstaff is highlighting its own adventurous side with a series of four films produced in partnership with BlackBook magazine.

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The "Women of NY" videos feature only the woman being profiled, giving an intimate portrait of her life in New York. Through its collaboration with BlackBook, Belstaff is able to tell very realistic stories of creative New Yorkers, while explaining its own philosophy on rebellion.

"BlackBook is known as a mix of high-end mixed with telling the true and gritty stories of their subjects," said Kimmie Smith, accessory expert and co-founder/creative director of [Accessory2](#), New York.

"As BlackBook is a lifestyle brand, it is an intersectional media house and can handle the portfolio of storytellers that will be included within Belstaff's 'slice of life,'" she said.

"The Belstaff brand is one that represents a varied lifestyle, and this media house can share this story effectively."

Ms. Smith is not affiliated with Belstaff, but agreed to comment as an industry expert.

**Belstaff** did not respond by press deadline.

## Female focus

For a couple days leading up to the release of its first video, Belstaff teased the series with still images posted across its Twitter, Facebook and Instagram.

Some posts included quotes from the subjects of the series, including actress and designer Annabelle Dexter-Jones and artist Josephine Meckseper, who talked about how fear holds a person back.



## Instagram post from Belstaff

The first film, released July 16, centers on Rachelle Hruska Macpherson, the founder of the event editorial site Guest of a Guest.

In the profile, Ms. Hruska Macpherson walks around her New York apartment talking about her experience when she had just moved to the city. On arrival, she did not know anyone or have any housing or job set up.



## Video still from "Women of NY"

The editor describes her childhood in Lincoln, Nebraska, and her desire to get out and see the world. She then speaks to what rebellion means to her, which is living life.

Ms. Hruska MacPherson also explains how she fell in love with her husband, mentioning

and showing off the swing in his living room.

Embedded Video: [//www.youtube.com/embed/hhGIFYp3Fww?list=UU8ASz9ZTX5eVyviGl89j2Ww](https://www.youtube.com/embed/hhGIFYp3Fww?list=UU8ASz9ZTX5eVyviGl89j2Ww)

*Belstaff & Blackbook Films Present: Rachelle Hruska Macpherson #WomenofNY*

Belstaff's videos are presented with a hashtag to encourage consumer social conversation. The fashion label is publishing the films one by one to its YouTube channel, while all the profiles have been shared by BlackBook on its Vimeo channel. Using multiple video publishing platforms will likely expand the organic audience of these films.

In another video, journalist and travel writer Julia Chaplin talks about her talent for trespassing, showing off pieces that she picked up in her adventures to other countries for her daughter.

Painting a portrait

Belstaff frequently features brand followers that uphold its values.

The British apparel brand used its modern evangelists to help celebrate its 90th anniversary on Instagram.

Belstaff's #SpeedandStyle series followed the brand's explorers as they hit the open road in various global locales. Bringing its anniversary celebration to social media allowed all of Belstaff's consumers and followers to contribute and interact with the brand for its milestone ([see story](#)).

Painting film portraits of creatives helps to illuminate a brand's idea of itself.

De Beers, the "jeweler of light," is illuminating women's causes through a portrait series that highlights the talents and achievements of five women across various industries.

Photographed by Mary McCartney, "Moments in Light" works to capture the "brilliance" of these women just as De Beers aims to "honor the light" of a diamond. By showing empowered, successful women in the Moments in Light initiative, De Beers is underlining traits sought in potential consumers ([see story](#)).

Those familiar with the Belstaff brand will likely respond to these profiles.

"Belstaff is a resilient and trailblazing brand, which will be personified within the stories," Ms. Smith said. "Each person who wears it amplifies the brand while also adding their personal layer to make it their own."

"I think the response will be positive as the stories talk about the innovator, why they are in the medium of choice and how they realized their impact," she said. "These first person recounts make them relatable while creating a urgency to share socially."

Final Take

*Sarah Jones, editorial assistant on Luxury Daily, New York*

Embedded Video: [//www.youtube.com/embed/lGJyGTmQUa0](https://www.youtube.com/embed/lGJyGTmQUa0)

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