

IN-STORE

Jaguar brings new apparel collection to Paris Motor Show

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Jaguar Heritage '57 t-shirt

By NANCY BUCKLEY

British automaker Jaguar will launch a new apparel collection at the Paris Motor Show 2014 that is inspired by the brand's historical moments with the D-Type race car.

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In 1957, the D-Type saw Jaguar's most successful year, making it an important part of the automaker's history for the past 60 years, and this particular car will now continue its historical influence with the Heritage '57 collection. The presentation of the apparel collection at the Paris Motor Show will enhance Jaguar's presence at the event and interest consumers who are looking to interact with the automaker further.

"The presentation of the collection at the Paris Motorshow gives additional style and excitement to the Jaguar stand at the show," said Lindsay Weaver, licensing & branded goods director at [Jaguar Land Rover](#), Crewe, United Kingdom. "The boutique makes its debut at this show and allows customers and fans of the brand an opportunity to choose from a range of not only apparel but luggage, small leather goods, gifts and model cars

"A number of auto brands will also be retailing their collections at the show but at Jaguar we want to create a close bond with our customers and create an environment that is both

welcoming and interesting for them to spend time during their visit," he said.

Wearing your automaker

The No. 3 "Ecurie Ecosse" D-Type vehicle represents Jaguar's most successful time at Le Mans where the team won in 1955, 1956 and 1957. In 1954, the 170mph vehicle debuted and a year later the first victory was celebrated. For three years the vehicle dominated and in 1957, Jaguar saw its more successful racing year ever.

Jaguar has created this collection as a celebration of this success and the 60-year anniversary of the vehicle. The car's influence is evident in every aspect of the different items presented in the Heritage '57 collection.



Heritage '57 duffel bag

A men's brown leather jacket features the winning No. 3 motif on the sleeve and D-Type in action at Le Mans is printed on the jacket's lining. A leather duffel bag was created with a No. 3 roundel from the vehicle printed on it and the buckle is based on the D-Type's bonnet straps.

Other items in the collection feature a collector's model, a t-shirt, a paddock shirt, an iPad case, a leather wallet and a wash bag. The t-shirt features a graphic of the vehicle, while the paddock shirt had a contemporary interpretation of the brand's racing history.



Collector's model of No. 3 D-Type

The collection debut at the Paris Motor Show Oct. 2-19 and will be available for purchase through Jaguar's global dealers and online starting in November.

Dressing a car

Automakers see a pressure to extend their reaches outside of automobiles and reach consumers in a various other manners.

For instance, French automaker Bugatti launched its “EB – Ettore Bugatti” collection for fall/winter 2014-15 with a new advertising campaign at the Courchevel 1850 ski resort.

The French Alps served as the background to the automaker’s year-old lifestyle project. The picturesque setting for the fall/winter campaign drove attention to the brand’s new collection and created awareness of the automaker’s clothing and apparel collection ([see story](#)).

Similarly, British apparel brand Belstaff aligned itself with British automaker, Aston Martin, to pair several articles of clothing from the label with the DB6 model.

Belstaff’s hand-waxed leather jacket and soft denim jeans were selected to parallel Aston Martin’s hand-built vehicles. The combination of the two brands brought attention from one another’s consumers, potentially elevating the image of each brand ([see story](#)).

Fashion and automobiles have a long history and debuting a fashion alliance can bring attention to both brands.

"Anytime you can bring attention to your brand it is a positive thing," said Lauren Fix, automotive expert and author of [“Lauren Fix’s Guide to Loving Your Car,”](#) Lancaster, NY.

"Think of Mercedes-Benz with fashion week, why do they do it? If you want attention to your brand it is a great way to do it," she said.

"It has to do with France, to do with fashion, Paris is not your typical tacky audience. If you want to get attention from more than one outlet, the best way to get the most attention for your money is to do it at the Paris Motor Show. If it is fashion, it makes sense to do it in Paris."

Final Take

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