

ADVERTISING

## Belstaff replicates 1950s greaser style for new collection

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*Belstaff collection*

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By STAFF REPORTS

British apparel brand Belstaff is reminiscing about the 1950s in its new collection focusing on the rocker subculture, ton-up boys.

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**Luxury Daily**

Marlin Brando kick-started the trend in the 1953 film "The Wild One" in his Perfecto motorcycle jacket and Belstaff is attempting to bring the look back in its new collection. **Belstaff** will likely gain some nostalgic attention as it looks back at this popular trend of another era.

### Greased lightning

Ton-up boys were thought to be fearless, reckless and live in the moment, a group of individuals who were redefining masculinity. Greasers were seen on motorcycles listening to rock'n'roll music.

Belstaff presented the collection in an underground car-park underneath the House of Parliament in London.



### *Belstaff advertising campaign*

The photoshoot took place in a diner-like setting with checkered floor and brightly colored leather seats.

Other brands have pulled on nostalgic strings to garner attention to a campaign.

For example, U.S. jewelry brand David Yurman commemorated the 10 years of Kate Moss as the face of its advertisements with a campaign that looks back on previous imagery.

“Enduring Style” was a collection of black-and-white photos from 2004 to the present, with Ms. Moss modeling pieces that are still carried by the brand. This campaign further solidified the connection between the model and the brand ([see story](#)).

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