

IN-STORE

Belstaff opens Macau boutique to strengthen Asian accessibility

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Belstaff's Pure Motorcycle collection

By STAFF REPORTS

British apparel and accessories brand Belstaff is continuing its development within Asia with the opening of its first storefront in Greater China.

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Belstaff's new bricks-and-mortar location, part of the Studio City project in Macau, follows the brand's three store openings in South Korea since September 2014 and Belstaff Japan KK in July 2015. The Macau store opening is an extension of Belstaff's ongoing commitment to global retail expansion.

Opening shop

The Macau boutique will open with Belstaff's fall/winter collections for men and women in addition to its hand-waxed cotton and leather pieces. The collections, both ready-to-wear and accessories, will showcase British heritage and design innovations alongside modern sensibility, according to the brand.

Located in Studio City, a high-end shopping destination in Macau, Belstaff's store references the design of Belstaff House, the brand's flagship on London's New Bond Street. The new retail operation was established through a strategic partnership with Rainbow Group Macau.

"We are pleased to announce this opening in Macau showcasing the continuation of long-term investment for Belstaff in both China and wider Asia over the coming years," said Gavin Haig, Belstaff's CEO, in a statement. "Studio City is destined to become a retail mecca within Macau and we are pleased to be a part of this luxury shopping experience. Macau has a great reputation for luxury fashion and it makes sense to start our Chinese offering here, within one of the world's most dynamic and exciting retail environments."



Belstaff boutique in Macau

The store includes wooden floors, leather seating, custom cork walls and bespoke cabinets, while light boxes display current campaign images and archival imagery. Linking the Macau location to the brand's identity, a vintage Royal Enfield motorcycle is displayed outside the store.

Belstaff's Macau storefront comes shortly after the brand won an unprecedented lawsuit against counterfeiting, stemming mainly out of China ([see story](#)). By opening a boutique in Greater China, this may also help Belstaff to protect its intellectual property from being copied, and reduce consumers' interest in the knock-offs because the real goods are now more accessible.

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