

INTERNET

Belstaff takes flight with Liv Tyler to salute fearless spirit

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Liv Tyler in Belstaff's "Falling Up"

By SARAH JONES

British apparel and accessories label Belstaff is lifting awareness for its adventurous DNA by following in the footsteps of fearless and famous client Amelia Earhart.

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Actress Liv Tyler produced and stars in the short "Falling Up," which pays homage to the aviatrix's insatiable need to fly. Creating a soft launch for the film, the brand debuted the full-length short exclusively on Facebook Feb. 18, delaying the release on other channels until Feb. 21.

"Belstaff has been around since 1924 and Amelia Earhart became a household name around the same time, so there is a nostalgic element to the brand that they are bringing to life and capitalizing on," said Lauren Bates, storyteller at [Blue Moon Digital](#), Denver, CO.

"In addition, there is an adventurous spirit to the brand that isn't defined by an era but by an emotion," she said. "That is what Liv Tyler and Belstaff are doing in this piece, they understand that content needs to foster an emotional connection with their audience."

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

Belstaff did not respond before press deadline.

Up in the air

The three-minute film, written and directed by Niall O'Brien, begins with a shot of a woman running, panting as she races across a field. A plane takes off, and she stops, watching it ascend.

Ms. Tyler begins to explain in voiceover that the viewer "may not understand." She opines that the plane is not just a machine, but "a step on a path I started a long time ago."

Clad in utilitarian attire, Ms. Tyler is seen working in a hangar, consulting blueprints, adjusting parts of the plane and inspecting the machine.



Still from Falling Up

Her voiceover then speaks to a person who has been watching her and comprehends why she looks up as the film shows her dancing with an implied romantic partner.

A younger version of the protagonist sits atop a grand staircase, throwing paper airplanes to the ground level. After pondering what she is made of, whether paper, air or steel, she asks, "If I act on instinct, could it be that beautiful?"

She gets in a quarrel with her partner over her flight, but eventually he comes around, and it is time for her to fly. Continuing her note in voiceover, she tells him that she knows he is afraid of her falling.

With camera men on hand, the pilot takes her place in the cockpit as she proclaims how she cannot help herself, she needs to fall. As her plane ascends, a smile plastered on her face, she explains, "I'm falling up."

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Falling Up Belstaff Films are proud to present the Facebook exclusive global release of Liv Tyler's #FallingUp. An homage to the inspirational 1920's aviatrix pioneer Amelia Earhart; a woman whose endless pursuit of adventure perfectly embodies the true spirit of Belstaff.

Posted by **Belstaff** on Thursday, February 18, 2016

Before the credits, Belstaff displays a quote from Ms. Earhart, which reads, "I can only say that I do it because I want to." Ms. Earhart was one of the first women ever dressed by Belstaff, making the choice of inspiration fitting.

Feting the launch of the film, Belstaff popped up in SoHo during New York Fashion Week. Here, the brand hosted a party on Feb. 10 to premiere the film to VIPs ([see story](#)).

Ms. Tyler, recently named ambassador and creative contributor for Belstaff, co-designed a collection of clothing with Belstaff vice president of women's design Delphine Ninous, which will be revealed during London Fashion Week later this month.

Profiles in courage

Belstaff has seen success before with longer form narratives.

The label previously took consumers to Mexico with the release of its short Western film "Outlaws," starring footballer David Beckham.

The 17-minute film, directed by Jeremy Jasper and produced by Legs Media, centered on Mr. Beckham's encounters with a freak show circus and its temperamental director. This effort took Belstaff's typical motorcycle gang theme to new territory, showing a different and edgy image ([see story](#)).

Facebook is a proven platform for the brand. Last September, Belstaff had the highest engagement for a Facebook post out of any London Fashion Week designer when it released its "Outlaws" film ([see story](#)).

"Facebook is a great place to launch a teaser," Ms. Bates said. "Video is quickly becoming a vital channel for retailers because the content is so easy to consume.

"Belstaff's audience on Facebook is already engaged, but there is also an exclusivity element of launching to a select group that many have come to expect with luxury retailers," she said.

Other Belstaff campaigns have featured feisty females who play by their own rules.

The brand is highlighted its own adventurous side with a series of four films produced in partnership with BlackBook magazine.

The "Women of NY" videos featured only the woman being profiled, giving an intimate portrait of her life in New York. Through its collaboration with BlackBook, Belstaff was able to tell very realistic stories of creative New Yorkers, while explaining its own philosophy on rebellion ([see story](#)).

"The fact that Belstaff is moving past traditional marketing tactics to focus more on an emotional connection with their customers won't be lost on people," Ms. Bates said. "People will find it refreshing.

"Though the short is under three minutes long, that is enough for Belstaff to inspire the longing for adventure and discovery," she said. "Which speaks brilliantly to the aesthetic of the brand. If people didn't know about Belstaff before this piece they will, at the very least, want to know more.

"Content that is this compelling and inspirational is bound to foster loyalty and open the door for new customers. Having Liv Tyler as a brand ambassador doesn't hurt either."

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