

APPAREL AND ACCESSORIES

Belstaff throws caution to the wind, appealing to danger lovers

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Belstaff Here Be Dragons campaign

By BRIELLE JAEKEL

British apparel and accessories label Belstaff is showing off how its products are durable-yet-stylish through a new campaign that lures consumers with the thought of danger.

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Playing off the historic phrase that identifies dangerous territories, "Here Be Dragons" is Belstaff's video, print and social media campaign that entices consumers with the attraction of the uncertainty. Social media users are encouraged to join in on the danger with their own photos of how they are embracing the Here Be Dragons' lifestyle while sporting Belstaff apparel.

"Our latest campaign is as true to the Belstaff brand today as it always has been and aims to inspire audiences to go beyond their boundaries in the knowledge they are accompanied and protected in iconic style by their trusted Belstaff," said Gavin Haif, CEO of Belstaff.

Here be dragons

Belstaff fans are sharing images of their feats of danger while wearing its products for a chance to win a jacket from the brand. Users who upload photos of themselves while on adventures in nature will be entered for a chance to win the jacket.

The winner will be selected at random from the pool of entries. Participants can enter by uploading their photos on Belstaff's Web site along with personal information and the hashtag of the country where the image was taken.

An online portal for the contest showcases the photos entered and includes a Shop the Look tab where browsers can purchase items featured within the user-generated image. For instance, Instagram user @motorsurgicaldiaries uploaded a photo of himself standing next to his dirt bike loaded with travel gear in Moab, Utah.



An entry in the Here Be Dragons contest

A map is also included on the platform that labels where participants have been with digital push pins.

Here Be Dragons is an old phrase used in maps to describe dangerous or uncharted territory. Belstaff is incorporating the phrase to show off the wildness, durability and stylishness of its apparel.



Here Be Dragon's still image

A video for the campaign has been released that depicts a couple while venturing through uncharted territory such as volcanoes, dangerous waters and mountains while modeling Belstaff clothing.

Belstaff's Here Be Dragons

Dangerous campaigns

Here Be Dragons is one of many campaigns in which the British label values danger. For instance, Belstaff is supporting Triumph Motorcycles as it tries to be the fastest on two wheels.

As a sponsor of the motorcycle brand's attempt to break the motorcycle world land speed record at the Bonneville Speedway in Utah, Belstaff documented rider Guy Martin's practice runs in a purpose-built vehicle. While the feat itself is noteworthy, Belstaff's choice to share the process with consumers enables it to demonstrate a drive for perfection and a passion for the daring ([see more](#)).

Belstaff also lifted awareness for its adventurous DNA by following in the footsteps of fearless and famous client Amelia Earhart.

Actress Liv Tyler produced and starred 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 ([see more](#)).

"Belstaff has a long and rich history of creating clothes designed for the more adventurous amongst us, yet today the world is all discovered, all knowing the boundaries we once strived to push past no longer hold such esteem," said David Kolbusz, chief commercial officer at Droga5 London, the agency behind the campaign.

"We can go online and travel to any place on the planet without having to leave the comfort of our chair," he said.

"The campaign we've created reimagines what Belstaff and Britain have been historically known for tough, adventurous souls that will seek out the uncharted and refuse to settle for the mundane."

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