

APPAREL AND ACCESSORIES

## Belstaff positions leather jacket as armor for adventure

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*Image from Belstaff's #SecondSkin campaign*

By SARAH JONES

British apparel and accessories label Belstaff is touting the physically and psychologically protective properties of its leather jackets in a digital campaign.

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#SecondSkin positions the outerwear as a shield against everything from risk taking to daily life with the help of adventurous ambassadors. This effort speaks more to function than fashion, marketing to adventure seekers who also happen to have an affection for aesthetics.

**Belstaff** was reached for comment.

Protective coating

Belstaff's #SecondSkin campaign kicked off with a short film. After setting the scene at an industrial bridge, the video shows a man zipping up his jacket.

A number of models are seen in this structure, watching a train zoom past or investigating their surroundings.

Finally, the tagline, "Outerwear for inner strength appears." Belstaff follows this with "Here be dragons," a rallying cry to the explorers of unknown territories.

*Belstaff Presents #SecondSkin*

Last September, Belstaff showed off how its products are durable-yet-stylish through a campaign that lures consumers with the thought of danger.

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 were 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 ([see story](#)).

#SecondSkin plays into this quest for excitement. Still images capture models in outdoor settings, walking with confidence towards the camera.



### *Belstaff's #SecondSkin campaign*

Other video clips find the models on deserted city streets or walking against the wind, a zipped up motorcycle jacket acting as a shield toward the cold.

On Belstaff's Web site, the brand delves further into the concept of its jackets as a protector with help from some of its loyal wearers. From their early days at the turn of the 20th century, leather coats were the outerwear of choice for pilots, motorcycle riders and drivers due to their warmth and tough exterior against scrapes.

Modern-day aviator Tracey Curtis-Taylor, motorcyclist Erin Sills, photographer Merry Michau, television presenter Nicki Shields, adventure photographer Alistair Guy and explorer Levison Wood are among the friends of the brand who share the stories of what their Belstaff jackets mean to them in their efforts.

Feelings include a sense of mutual respect between two Belstaff wearers and a comforting feeling of weight before a ride.

These ambassadors also recount what their jackets have been through, whether being plastered with flies or exposure to the elements. These owners give a first-hand account of the durability of the garment, explaining the improvement with age.

#### Braving the elements

While the look and feel of garments is a key aspect of their appeal, some fashion brands have made practicality the headline in marketing initiatives.

For instance, French-Italian apparel label Moncler went boldly where few had gone before.

The brand partnered with Italian explorer Michele Pontrandolfo to promote its Grenoble fall/winter 2015-16 collection, which Mr. Pontrandolfo wore for his solo exploration of the South Pole. The partnership was a subtle way for Moncler to promote its own products and align itself with impressive accomplishments ([see story](#)).

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