

APPAREL AND ACCESSORIES

Belstaff puts archival pieces up for sale through Vestiaire Collective

May 5, 2017



Contemporary Belstaff Trialmaster

By STAFF REPORTS

British fashion label Belstaff is opening up some of its vintage collection to buyers via a partnership with secondhand retailer Vestiaire Collective.

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Ten of Belstaff's Trialmaster waxed cotton jackets will be up for purchase through Vestiaire Collective's ecommerce site, allowing fans to get their hands on historic versions of the iconic style that remains part of the collection today. This marks the first time Belstaff has sold anything from its archive through a partner.

History on sale

For this project, Belstaff worked with Vestiaire Collective and its archive curator The Vintage Showroom to restore the jackets featured.

Five years ago, Belstaff tapped The Vintage Showroom to grow its archive, tasking the collectors with uncovering pieces from the brand's 90-year history ahead of Belstaff's centennial in 2024.

After launching a pop-up exhibit of its archival pieces in Tokyo, Belstaff staged an exhibit at its London flagship on New Bond Street.



Belstaff Archive at its London store

Now, the brand is bringing a commercial element to this historical search. Ten jackets dating from the 1960s and 70s will be on display at the London store as well as up for sale on Vestiaire Collective.

Among the pieces up for sale are jackets with a rare red wax as well as coats featuring pins from their original owners.

"Our archive is not only a fantastic design reference it also showcases our legacy," said Delphine Ninous, creative director of Belstaff, in a statement. "It's great to offer the Vestiaire Collective style conscious community the opportunity to purchase these one of a kind jackets and we hope it introduces Belstaff to a new audience, who appreciate craftsmanship and long lasting heritage."



Belstaff Trialmaster jacket in red wax

Proceeds from the sale will go towards Belstaff's future purchases for its archive.

Vestiaire Collective's audience of 6 million spans 50 countries.

"From the very beginning, we wanted to build the brand DNA of Vestiaire Collective Man not just around men's fashion, but around the lifestyle of a style savvy man that enjoys rare and timeless investments such as vintage cars, watches and custom motorcycles," said Bertrand Thoral, head of Vestiaire Collective Man, in a statement.

"I feel Belstaff share a similar vision so when the opportunity to collaborate with them on their archive collection came up there was no hesitation," he said. "It's an honor and an amazing opportunity to give our global community access to Belstaff's archive and share a part of the brands history."

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