

APPAREL AND ACCESSORIES

Belstaff celebrates RAF's centenary with commemorative jackets

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The limited edition jacket celebrates 100 years of the RAF. Image credit: Belstaff

By STAFF REPORTS

British apparel and accessories label Belstaff is helping the Royal Air Force celebrate its centenary with a commemorative leather jacket.

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The jacket is styled after the kinds of aviator jackets produced by Belstaff in the 20th century for British pilots during World War I and World War II. Belstaff was one of the official suppliers to the British military during the first World War, and this jacket honors the partnership between the two.

"Linking the RAF brand to other iconic brands through the RAF100 licensing program provides a great opportunity to do this as we commemorate our past, celebrate who we are and what we do today and inspire the next generation," said Air Vice-Marshal Mike Wigston, assistant chief of the air staff at the RAF, in a statement.

100 years

This year marks the 100th anniversary of the RAF, which is celebrating the event with a number of RAF100 events.

One such bit of celebration is the launch of a new commemorative leather jacket from Belstaff inspired by the types of aviation jackets the brand has supplied to the RAF for decades.

Each of the limited run of jackets will be individually numbered and feature a RAF logo on the breast.



The Belstaff RAF jacket. Image credit: Belstaff

Belstaff has a long history proving military gear, such as waxed cotton used for capes and tents for soldiers in World War I.

The brand's popularity with aviators such as Amelia Earhart led to it becoming an official contractor of the Admiralty, War Office and Air Ministry.

This partnership comes just a few months after British petrochemical company Ineos acquired Belstaff from JAB Luxury.

Earlier this year, JAB decided to focus more on food and beverage brands, putting its luxury holdings Jimmy Choo and Bally up for sale. Following the sale of Jimmy Choo to Michael Kors, Belstaff will soon be under new ownership, with the deal slated to close in the fourth quarter ([see story](#)).

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