

AUTOMOTIVE

## Belstaff teams with McLaren for auto-inspired apparel

November 6, 2018



*The McLaren x Belstaff collection. Image courtesy of McLaren*

---

By STAFF REPORTS

British fashion label Belstaff is joining forces with McLaren to translate the automaker's focus on mobility into clothing.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Marking the first collaboration between the two brands, this capsule collection features outerwear and suiting designed for drivers' comfort both in and out of the car. While operating in different categories, both companies share the values of helping consumers in motion.

"The Belstaff x McLaren collection merges the best qualities of both brands," said Helen Wright, CEO of **Belstaff**, in a statement. "We both share an obsession with design, performance and innovation."

### Function meets fashion

The capsule collection features 10 styles for men and three for women in a color palette of black and navy. Among the design details in the collection are ergonomic seam lines and textiles that are stretchy, breathable and water resistant, allowing for a range of motion as well as versatility of wear.

Designs also took into account driving comfort, with padded shoulders to protect where the seatbelt hits.

Both the men's and women's collections are centered on three outerwear designs. For men, the brands have created additional suiting pieces.

Prices start at 160 pounds, or about \$210 at current exchange.



*The Belstaff x McLaren collection. Image courtesy of McLaren*

Launching Nov. 6 in the United Kingdom, United States and Europe, the collection features a Belstaff x McLaren label and a serial number. After its initial launch, the capsule will debut in Asia next year.

"The Belstaff x McLaren collection represents the pure distillation of what you need, made beautiful," said Rob Melville, design director at McLaren Automotive, in a statement. "There is no excess. Everything is there for a reason.

"This is part of the McLaren DNA but it is also in Belstaff DNA and working with Belstaff on the collection has been a meeting of like minds," he said. "Applying McLaren principles to different products and watching them come to life has been enthralling."

Automakers often extend their branding through lifestyle collaborations.

For instance, Swiss watchmaker Tag Heuer recently launched its second watch created in partnership with British automaker Aston Martin for a collector's piece.

The two announced their partnership earlier this year at the Geneva Motor Show and have now released AG Heuer Carrera Calibre Heuer 01 Aston Martin Special Edition worldwide. The watch was created with visuals inspired by Aston Martin's designs such as patterns, shapes, colors and precision, the two brands say ([see story](#)).

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.