

APPAREL AND ACCESSORIES

## Belstaff looks to Topshop executive for marketing growth

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*Belstaff's debut eyewear collection*

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By STAFF REPORTS

British fashion label Belstaff is working on global marketing with a veteran in worldwide content from Topshop.

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Belstaff has hired Sheena Sauvaire from the fast-fashion retailer as its chief marketing director. She will focus on digital communications, PR and marketing for the entirety of the brand, coming from a role as head of marketing at Topshop.

### Broadening Belstaff

Ms. Sauvaire will now report to Helen Wright, Belstaff's recently appointed CEO, who started in January 2018.

The brand is focusing more on broadening its accessories offerings.

"Sheena brings a modern and strategic approach to marketing and communications across all channels, with a sharp, global outlook," Ms. Wright said in a statement to *Women's Wear Daily*.

Ms. Sauvaire also previously worked for MTV and the communications agency Exposure in similar roles, offering significant experience in growing a brand via marketing.

The new chief marketing director is based out of London.



*Belstaff Ravenswood jacket. Image credit: Belstaff*

The British fashion label also recently joined forces with McLaren to translate the automaker's focus on mobility into clothing.

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 ([see story](#)).

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