

APPAREL AND ACCESSORIES

Belstaff celebrates individuality, sustainability in naturalistic series

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Belstaff's new campaign follows individuals such as community advocate Rebecca Munro. Image credit: Belstaff

By SARAH RAMIREZ

British fashion label Belstaff is turning to intimate portraits of rugged individuals to give the brand another layer of authenticity.

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In a collaboration with high-end camera manufacturer Leica, Belstaff is sharing the stories of "Everyday Heroes" through short films. The individuals featured live and work in the Scottish countryside, showing a more realistic portrayal of the men and women who may wear Belstaff.

"Belstaff has a very can-do, resilient spirit," said Lauren Bates, marketing manager and lead storyteller at **Blue Moon Digital**, Denver, CO. "Since its founding, like many brands, it has evolved with the times and needs of consumers.

"Both Leica and Belstaff have been around for almost a century and have great brand recognition, especially in Europe," she said. "Both brands encourage seeing things differently, breaking the mold and moving past the expectations of others."

Ms. Bates is not affiliated with Belstaff, but agreed to comment as an industry expert. **Belstaff** was reached for comment.

Everyday Belstaff

Belstaff's five Everyday Heroes include an organic dairy farmer, scallop diver and community activist living in Scotland.

Emily Garthwaite shot portraits of the men and women, while fellow Leica photographer Cat Garcia captured candid, behind-the-scenes imagery. Their naturalistic artistic styles reflect the functional aesthetic associated with Belstaff.

Belstaff x Leica present Everyday Heroes

Each person is the subject of a short film, in which they talk about their personal stories and daily lives in rural Scotland.

They are also trailblazers in their own rights and have found ways to modernize some traditions and customs while staying true to their heritage.

Sustainability is a common topic of discussion in the series, as some talk about how they look for ways to protect their unique natural surroundings.

For instance, Guy Grieve established an ethical fishing company. Farmer Bryce Cunningham introduced sustainable practices at his family's dairy business after milk prices collapsed.

"We've become the U.K.'s first plastic-free dairy," Mr. Cunningham says in his vignette. "We only use glass bottles and reusable buckets for all of the milk we sell."

Similarly, farmer Fiona Boa supplies local shops with fresh produce, as well as restaurants and hotels. She encourages people to put in effort and stay positive as they search for their own success.

Community advocate Rebecca Munro, who resides on a small island with four other people, discusses her plans to grow the community. John Ogden reminisces on how he first established his fishing business decades earlier.

"When you feature a real' person in a campaign, the real' people deciding on purchasing can see themselves in that person and thus, in the brand," Ms. Bates said.

Brand developments

Belstaff has recently made leadership changes in an effort to grow its global brand.

In March, Belstaff hired Sheena Sauvaire 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 fast-fashion retailer Topshop ([see story](#)).

In another partnership, Belstaff 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 featured 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](#)).

"Creating a connection with the consumer, a connection over more than just a great product, that creates consumer loyalty," Blue Moon Digital's Ms. Bates said. "Consumers no longer want to be told what to purchase and they are willing to shop around for a brand that reflects their values."