

APPAREL AND ACCESSORIES

## Belstaff speaks to boundary breakers in podcast series

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*Belstaff's podcast sits down with actors. Image credit: Belstaff*

By STAFF REPORTS

British apparel and accessories label Belstaff is pointing to its longstanding relationship with those who forge their own paths through a podcast series.

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"The Road Less Traveled" features conversations between actor and television producer Reggie Yates and other actors. Podcasting has become an increasingly popular content strategy for luxury brands, as they aim to forge a deeper connection with consumers.

In conversation

Belstaff's series kicked off on Oct. 7 with an episode featuring American actor and director Stanley Tucci, who is known for his roles in films such as "The Devil Wears Prada" and "The Lovely Bones." He talks about everything from his new home in London to how he got his start performing.

Future episodes will star "Game of Thrones" actor Jacob Anderson AKA Raleigh Ritchie, who left home and lived in a hostel in London to audition for roles, and Oscar-nominated actress Naomie Harris.

Another installment will center on Andrew Scott, who most recently gained attention for his role as the priest in the Emmy-winning comedy "Fleabag." Rounding out the first season is Emma Mackey, who starred in the Netflix original series "Sex Education."

*Belstaff has launched a podcast*

A common theme within the series is the idea of breaking out against what is expected.

Belstaff has a long history as the brand of choice for rule breakers. Amelia Earhart and Che Guevara are among the label's former customers.

In addition to Belstaff's Web site, consumers can listen via Apple Podcasts and Spotify.

Storytelling is a central part of luxury brand building today, but some marketers are thinking beyond text or video to share their perspectives.

A number of brands including Chanel and Harvey Nichols have developed podcasts, looking to the medium as a means of connecting with consumers over audio. While still a relatively new concept for marketing, podcasts offer an appealing audience for luxury brands ([see story](#)).

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