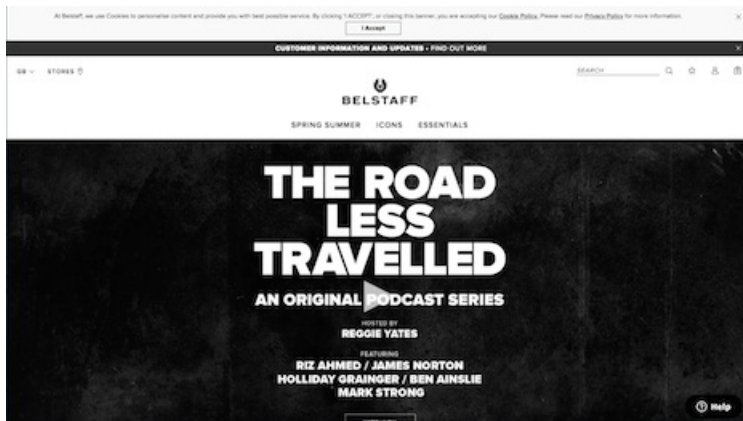


APPAREL AND ACCESSORIES

British apparel brand Belstaff's podcast series on risk-takers is template for others

April 13, 2020



Belstaff is conducting podcast interviews with risk-taking personalities who fit the brand's DNA and might inspire consumers. Image credit: Belstaff

By LUXURY DAILY NEWS SERVICE

British apparel brand Belstaff, seeking to mitigate the gloom around COVID-19 lockdowns, is continuing its podcast series with famous personalities who have gone off the beaten path and become the people they have.

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

In "**The Road Less Travelled**" podcast, host Reggie Yates takes on characters who pursued "unfamiliar roads in life." What Mr. Yates wants his guests to share is the risks they took in their lives to get to where they are and what motivates them.

Inspiring chat

The Belstaff podcasts are among the better ones on the market, more substantive and in-depth probes of traits that define success.

Episode 4 from series 2 is an interview with Sir Ben Ainslee, the most successful Olympic swimmer of all time. He talks about making the British team at 19, his work ethic and willingness to take risks, as well as his honor of being awarded a CBE by the British queen.



EPISODE 4: **SIR BEN AINSLIE**

Sir Ben Ainslie discusses his unconventional path from sailing in the Olympics at nineteen to being awarded a CBE.

[LISTEN NOW](#)

British Olympic swimmer Sir Ben Ainslie is this week's guest on Belstaff's "The Road Less Travelled" podcast with host Reggie Yates. Image credit: Belstaff

Previous guests included actor and rapper Riz Ahmed, actor James Norton and TV star Holliday Grainger.

Coming up after Sir Ben is Mark Strong.

The first series covered interviews with actors Stanley Tucci, Raleigh Ritchie and Naomie Harris.

Episodes typically run from 25 minutes to 36 minutes, with an engaging banter.

And yes, the guests wear Belstaff jackets and clothes. Consumers can shop the look adjacent to the podcast promo.

All podcasts are free. Accompanying them is a music playlist of the interviewee's choice available on Spotify.

In this era of working from home and downtime, luxury brands have gone the soft-sell route of trivia games, music playlists, sketching contests and podcast interviews with interesting personalities to keep their audiences engaged and in a good mood.