

AUTOMOTIVE

## McLaren debuts capsule collection, extending into sportswear space

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*McLaren collaborated with sportswear brand Castore on a capsule collection. Image credit: McLaren*

By LUXURY DAILY NEWS SERVICE

British automaker McLaren is unveiling a limited-edition collection through a collaboration with a premium sportswear brand.

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**McLaren** teamed with British sportswear brand **Castore** for a capsule collection featuring lightweight apparel including t-shirts, performance tops and outerwear for men. It is the latest move from McLaren into a lifestyle space, as the supercar maker works to expand its audience.

"In our own respective fields, McLaren Automotive and Castore are both pioneers who take on established players by pushing the boundaries of design and technology, so it makes sense to come together and collaborate on this exclusive collection," said Mike Flewitt, CEO at McLaren, in a statement. "McLaren only works with like-minded brands who share our innovative design ethos to create authentic, best-in-class products that change the game, provide a unique experience and delight the user which is why Castore is such a natural fit for us."

### McLaren x Castore

The Castore and McLaren collection is now available exclusively at Castore stores and its ecommerce site. Both brands are relatively newcomers to the luxury space, with McLaren being founded in 2010 and Castore launching in 2015.

"Castore is delighted to be collaborating with luxury supercar maker McLaren, one of the most respected luxury and technology brands in the world, known for pushing the boundaries of innovation," said Tom Beahon, cofounder of Castore, in a statement. "McLaren Automotive and Castore share a deep commitment to technical and product excellence and our first exclusive capsule collection reflects both brands shared ethos."



*McLaren x Castore is the first time the automaker has focused on activewear. Image credit: McLaren*

The collection was designed with active lifestyles in mind. Technically engineered fabric and a unique mesh construction offer increased airflow, cooling, odor-resistance, sun protection and more.

Pieces include recovery tees, training polos, performance tops, quilted vests and softshell jackets. Prices range from \$95 to \$430.

In an earlier collaboration, McLaren joined forces with British fashion label Belstaff 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](#)).

"We see long-term value in extending our brand to a wider audience beyond those who buy and drive our supercars while, at the same time, always being mindful to maintain our aspirational brand values in everything we do," Mr. Flewitt said. "In doing so, we build on our high brand standards and luxury positioning while collaborating to bring something unique to the product category and wearer."

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