

AUTOMOTIVE

McLaren reunites with Period Correct for clothing collection

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The McLaren 720S is the source of inspiration for McLaren's latest clothing collection. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

British automaker **McLaren Automotive** is again joining forces with U.S. streetwear brand **Period Correct** to produce its second joint capsule collection.

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This year, the designs for the new limited-edition collection will draw inspiration from McLaren's 720S and its newly-launched 765LT. The collaboration follows the success of the two companies' partnership in 2018 when they introduced the McLaren F1 inspired capsule collection.

History of capsule launches

The casual repertoire of limited-edition clothing consists of t-shirts, hoodies, hats and long-sleeved shirts which feature McLaren and Period Correct logos.

The clothing takes some of its style from the McLaren 720S, which was the first new car to be introduced by McLaren as part of its plan to introduce 15 new cars by 2022. It also relies for inspiration on the 765LT, a track-focused model of the 720S, which can hit 0-200 km/hour in 7 seconds, according to McLaren.

Set to be released for the holidays, the clothing will be available to purchase at select McLaren retailers. It will not be restocked once it is sold, making it a collectors' item for McLaren fans.



A sweatshirt from the new Period Correct collection. Image credit: McLaren

McLaren has a history of engaging in these sorts of clothing collaborations in a bid to translate its focus on mobility into clothing.

Earlier this year, McLaren teamed with British sportswear brand Castore for a capsule collection featuring lightweight apparel including t-shirts, performance tops and outerwear for men ([see story](#)).

Two years ago, as well as partnering with Period Correct, McLaren also joined forces with British fashion label Belstaff to introduce a capsule collection featuring outerwear and suiting designed for drivers' comfort both in and out of the car ([see story](#)).

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