

APPAREL AND ACCESSORIES

Belstaff follows British brothers on thrilling motorcycle journey

April 7, 2021



British adventure duo Ross and Hugo Turner. Image credit: Belstaff

By SARAH RAMIREZ

British fashion label Belstaff is hitting the road with an adventurous duo in a film that showcases how the brand balances exploration and durability.

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

In the new campaign, Belstaff follows brothers Ross and Hugo Turner, better known as the Turner Twins, on a motorcycle journey along the Scottish coast. While the British natives have built a reputation after traveling the world, "Lost in the Right Direction" proves that adventure can start closer to home.

Motorcycle diaries

The film begins with a poetic voiceover, acknowledging the rush and the hush of the world outside before the man proclaims, "let's ride."

After a brief title screen, the Turner twins are introduced outside the West Coast Harley-Davidson dealership in Glasgow, Scotland.

The Turner Twins "get lost" on the North Coast 500

They give a brief overview of their rides the LiveWire electric bikes, which have a range of more than 100 miles and are priced at about \$30,000 before setting out on an adventure, dressed in Belstaff motorbike clothing and helmets.

The road they are conquering is the North Coast 500, described by Belstaff as "Scotland's answer to Route 66," the iconic highway that once traversed the United States. Adding to the challenge, the Turner Twins are going on their journey in December when there is limited daylight.

Sweeping shots of the rugged landscape and wildlife accompany the Turner Twins' narration. They share their observations about their surroundings as well as comments on their motorcycles and Belstaff apparel.



The northern coast of Scotland offered a dramatic backdrop to the motorcycle journey. Image credit: Belstaff

"For us, this journey was always about exploring a landscape that is surprisingly unfamiliar," one of the brothers says in a voiceover. "We've been to loads of far-off places around the world, but this time we're getting the same thrill of seeing something new and exciting around each corner and we're actually still so close to home."

With an eye towards sustainability, the Turner Twins camp some nights and commit to not leaving a trace behind during their several days on the road. Among their stops are Ardvreck Castle, which dates back to the late 1400s, and Kylesku Bridge before they end their trip in Inverness.

Belstaff adventures

Belstaff often celebrates adventure and individuality in its campaign efforts, with many featuring notable Britons. The brand previously supported the Turner Twins on a sustainable ride from London to the Iberian Peninsula in 2018.

For Belstaff's fall/winter 2020 campaign, the brand collaborated with British actor James Norton, which will be followed by his own collection for the brand. The campaign was shot on the Jurassic Coast in Dorset, England, again underscoring the brand's adventurous roots ([see story](#)).

In a 2019 collaboration with high-end camera manufacturer Leica, Belstaff shared 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.

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 ([see story](#)).