

AUTOMOTIVE

Range Rover inaugurates new lifestyle venture in London

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The Range Rover London Collection blends modernist design with British heritage. Image credit: JLR

By AMIRAH KEATON

JLR-owned British automaker Range Rover is making a foray into fashion.

The brand is expanding beyond vehicles with the launch of its first lifestyle capsule, unveiled on Feb. 19. Designed with a modernist ethos top-of-mind, British supermodel Adwoa Aboah test drives Range Rover's luxe apparel and accessories against the backdrop of London's Design District in a new campaign.

"Our first luxury lifestyle collection embodies Range Rover's core DNA, and is the epitome of modern elegance, selfexpression and vibrancy perfectly brought to life by Adwoa Aboah," said Martin Limpert, managing director at Range Rover, in a statement.

"These first limited edition pieces are designed to enrich our client's lives, evoking confidence and individuality."

Foray into fashion

Range Rover's inaugural lifestyle offering, The London Collection, is introduced through visuals that highlight the craftsmanship and design philosophy behind the pieces.

Known for her influence in fashion and advocacy, Ms. Aboah was selected as the face of the eight-piece range. The campaign, inclusive of digital and print placements, is the brainchild of fashion creative director and producer Marcos Fecchino.

Handcrafted in the United Kingdom and Italy, the collection features men's and women's reversible quilted jackets inspired by Range Rover's exclusive color palette, silk twill scarves with mid-century pattern influences and wool-cashmere blend blankets in shades such as chocolate brown, raspberry and citrus. An abstract print and recurring motif anchors the lifestyle launch.



Curated inhouse by the Range Rover design team, an abstract print is seen on The London Collection's 100 percent silk twill scarves and is also quilted into both reversible jackets' panels. Image credit: JLR

All garments seek to blend modernist design with British heritage, using lines and forms in a manner reflective of the silhouette and build of the company's luxury cars. Specific Range Rover fixtures are recalled throughout: bespoke zip fastenings featured across the collection's outerwear pieces nod to "traditional rotary dials that were once a prevalent feature inside Range Rover cabins," while its inner chamfered ring's edge was installed in the shade "Sunset Gold," inspired by a Range Rover paint finish.

Clothing aside, a special, limited-edition sculpt model further translates the brand's automotive design language into collectible art pieces. Designed in two colorways, including an exclusive Sunset Gold and Tourmaline Brown, each were created from a single piece of aluminum.



The lifestyle collection places a limited-edition Range Rover sculpt model up for sale. Image credit: JLR

"We have curated a contemporary, new luxury lifestyle capsule for discerning individuals who appreciate Range Rover's vision of modern luxury," said Kimberley Panton, apparel designer at Range Rover, in a statement.

"It was important to us to celebrate the interplay of colour and to reflect the eclecticism of London living, while harmoniously juxtaposing modernist lines and forms to create pieces that evoke modern grace, vibrancy and sophistication," Ms. Panton said. "Under the direction of Chief Creative Officer Gerry McGovern, it marks a Range Rover first to create modern luxury pieces in the fashion and lifestyle space that are the embodiment of bold, progressive design, and using our own, unique graphic prints."

The London Collection is captured against a uniquely modern backdrop in one of the city's Southeast burroughs home to the Design District, which opened in 2021, the Greenwich Peninsula development boasts such contemporary landmarks as The O2 arena.



Available in select markets, Range Rover Houses worldwide are stocking samples from The London Collection. Image credit: JLR

"I loved the experience of shooting this campaign in my home city for such an iconic brand," said Ms. Aboah, in a statement.

"I have worked with Range Rover for a number of years and so it's a real honour to now be launching its first lifestyle capsule in such an exciting move for them," she said. "The pieces are elevated yet playful making you feel free and confident, and I love the versatility the silk scarves can bring to an outfit.

"My favourite is the About Town print I like anything that is super wearable and effortless yet still makes me feel put together and chic."

Lifestyle expansion

Range Rover's entry into the lifestyle space aligns with a broader trend of high-end automotive brands diversifying, be it with original fashion releases ([see story](#)) or by way of apparel-inspired collaborative commissions ([see story](#)).



The model wears one of two men's and women's reversible jacket designs, dubbed "Knightsbridge Promenade" and "Soho Chic." Image credit: JLR

"The first Range Rover collection showcases our brand expression and ethos in a new creative medium," said Gerry McGovern, chief creative officer at JLR, in a statement.

"Imbued in the same breathtaking modernity, these sophisticated pieces are designed in exquisite materials and using timeless

craftmanship,” Mr. McGovern said. “We are extending the desirability of the Range Rover brand beyond our current portfolio of products as we know our discerning customers are looking for more connections to the luxury brands that truly inspire them and embody their lifestyles.”

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