



BELSTAFF

BELSTAFF X SOPHNET. SPRING SUMMER 18 CAPSULE COLLECTION LAUNCH

Modern British heritage brand Belstaff continues its ongoing partnership with cult Japanese street-wear brand SOPHNET. This is the third capsule collection from the ongoing collaboration, launching globally on 24th January 2018.

Belstaff is steeped in its spirit of adventure having created clothing for pioneers in motorsports, aviation and exploration since the brand's launch in 1924. SOPHNET, the popular Japanese street-wear brand takes inspiration from music, art and street culture. The third collaboration collection comprises of classic Belstaff silhouettes with identifiable SOPHNET design cues, giving a more urban aesthetic for today's street market. Taking initial inspiration from Belstaff's mainline 'Paris to Dakar' SS18 collection and the Belstaff 70s, 80s and 90s Archive, sports stripes and colour blocking can be seen throughout the collection.

Mr. Hirofumi Kiyonaga, SOPHNET Founder, President and Head of Creative Direction says of the launch:

'For the Belstaff X SOPHNET. SS18 capsule colour block pattern was applied throughout. I first saw this trend in Tokyo street style in my youth in the 80s but we reworked this to look fresh in new fabrications. Through exploring the rich Belstaff Archive I found the brand introduced colour blocking Outerwear throughout the 80s and 90s. I first began discussing this collection in Autumn 2016 with Belstaff's Creative Director Delphine Ninous, where I was presented the concept of 'Paris To Dakar'. I began researching this infamous race, the era and sports aesthetic, which drove me to incorporate 80's inspired Tokyo street culture and add the colour blocking designs. I continue to use the iconic Belstaff silhouettes for the Outerwear, which was always the original concept since we launched our first collaboration and stays unchanged. I apply a twist to the heritage silhouettes to keep them modern and new.'

A range of Outerwear is presented within the capsule. Belstaff's iconic four-pocket **Roadmaster BXS** jacket is given a new look in camo print in Deep Electric Blue or Lava Red. The poly/nylon lightweight fabric is water repellent and windproof. The silhouette has been streamlined for a more modern fit. The camo print used throughout the collection is a British woodland camouflage, inspired by the extensive Belstaff Archive. The Roadmaster has the signature SOPHNET cardholder pocket detail on the sleeve, antique brass hardware and signature belt.



Roadmaster BXS
in Deep Electric Blue



Roadmaster BXS
in Lava Red

The **Kersbrook BXS** parka introduces a new silhouette to the capsule, with applied colour blocking, available in structured Nylon or Denim. This silhouette is inspired by the Belstaff Archive, from the Chris Bonnington 1970s Collection. The world renowned Mountaineer collaborated with Belstaff to launch this hooded parka style with circle logo. Available in Denim, Black or Navy Nylon, with camo lining and signature sleeve pocket.



Kersbrook BXS in Indigo



Kersbrook BXS in Black



Kersbrook BXS in Navy

The **Hempston BXS** introduces a leather jacket to the capsule, inspired by the Cosset jacket from the Belstaff 1970s Archive. The sports inspired café racer is available in Black or Navy leather, with red or blue sleeve detail. The front pockets are complimented by the sleeve pocket with leather logo. The retro jacket is kept modern with camo lining.



Hempston BXS in Navy

A new Denim jean is added to the line for the first time, the **Paynter BXS** indigo denim straight leg style incorporates a leather sports stripe design detail, which works alongside the Kersbrook in the same material. The D ring attached to the belt loop adds a modern and practical edge.

A new line of hoodies, **Marfield BXS** and t-shirts, **Hynton BXS**, incorporate both brand logos and colour blocking, available in cotton fleece and heritage jersey, in Black, White or Navy.

Completing the capsule collection is the **Bilham BXS** leather sneaker. Available in classic white leather, with a contrasting rubber sole, and Velcro fastening.



Paynter BXS in Indigo

Marfield BXS in Navy

Hynton BXS in Navy

Dilham BXS

The capsule will launch in Isetan, Shinjuku, Tokyo and will be available in all global Belstaff stores, online, key partners and SOPHNET. stores.

Prices from £70/ €75/ \$90 /CAD \$130

ABOUT BELSTAFF

Belstaff is a modern British heritage brand steeped in the spirit of adventure, protecting independent spirits to venture free.

In Belstaff, the fearless explorer and the stylish alike will discover clothing for a contemporary lifestyle influenced by Belstaff's rich 94 year history, yet firmly rooted in the present and forever forward-looking.

Belstaff is headquartered in London and showrooms reside there and in New York, Milan and Munich. Belstaff is currently sold through its flagship on New Bond Street, and seventeen stores in Europe, the United States and Asia, through select wholesale distribution worldwide and on www.belstaff.com

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