

UNLEASH YOUR POTENTIAL

Belstaff's new Topographica range pairs its functional-first heritage with cutting-edge fabrics to provide unparalleled protection

British outdoors specialist Belstaff is renowned for crafting innovative clothing that's built to withstand any environment. And so it should be – pioneering pieces have been its focus for nearly 100 years, after all.

It was founded in 1924 by Eli Belovitch and his son-in-law Harry Grosberg in the town of Longton, Stoke-on-Trent – an area better known for its potteries than for its fashion houses, and not an obvious spot to launch a high-performance clothing brand.

Despite its humble beginnings, Belstaff soon made a name for itself thanks to its ingenious use of waxed cotton. Breathable and, most importantly, waterproof, the fabric's popularity extended beyond its original motorcycling audience, and it quickly became the de facto choice of adventurers – including aviators Amy Johnson and Amelia Earhart.

A few decades later, cult status was secured thanks to the King of Cool, Steve McQueen. The Hollywood star was a fan and wore numerous Belstaff jackets in his most famous films, helping send the popularity of the phoenix-logoed jackets stratospheric.

For almost a century, Belstaff has built a reputation for slickly combining function with fashion, and has stayed at the forefront of technologically enhanced textiles – whether that's protective suits for 1920s racing-car drivers, windproof smocks for the Navy in the '60s, or insulated gear for world-first mountain ascents a decade later. The result: clothing that not only looks

good but can perform when required. Belstaff's new collection, Topographica, taps into the brand's heritage while continuing its mission to craft garments that give its wearers the option to go anywhere. Its new proprietary fabric – wave dye nylon – sits at the core of this autumn/winter range. A nod to the company's seafaring status, and inspired by the swells of the ocean, the 100-per-cent recycled material goes

through a hand-dyeing process to create a mottled two-tone effect, ensuring that every jacket, jersey, or jumper is one of a kind.

Belstaff's longtime collaboration with Gore-Tex continues with Topographica's peak-performance pieces. The use of Gore-Tex – synonymous with industry-leading wind- and waterproofing – in the collection's down-filled coats and jackets guarantees that its wearers will be able to proceed even in the harshest conditions.

Whether you're planning an epic expedition across continents or you want all-out protection en route to the pub, Belstaff will always have your back.

