

MY WARDROBE HQ
RENT AND BUY LUXURY FASHION


BELSTAFF
ENGLAND 1924

MY WARDROBE HQ X BELSTAFF INTRODUCE FIRST EVER LUXURY MENSWEAR RENTAL

The UK's first luxury rental and re-sale platform MY WARDROBE HQ and iconic British brand Belstaff are embracing the future of fashion together by introducing the market's first luxury rental offering for men. Launching with a panel event as part of the official London Fashion Week schedule in February, the collaboration will be the first offering of its kind.

Since launching in 2019, MY WARDROBE HQ has become a leading destination for renting and buying contemporary and luxury womenswear fashion, to which they added the first ever childrenswear offering in Sept 2020. Launched with the aim of encouraging customers to support the fashion industry by looking at new ways to shop, it champions conscious consumption. They believe fashion rental is the solution to consuming fashion in a sustainable way, and are the market's only truly circular offering as each item can also be purchased outright, should a customer fall in love with it.

Belstaff has been making clothes for adventurous individuals since 1924. Throughout its history, whenever a solution hasn't existed, Belstaff have engineered one. The British brand has been worn in and worn out, put on and passed down for close to a century, and offers outerwear that withstands the elements whilst remaining stylish. In being available to rent or buy at MY WARDROBE HQ, they will share in and contribute to the rental business' sustainable fashion ethos. Like MWHQ, and with their Icons collection at the forefront of the offering, they reinforce the message that clothing can live beyond a current season.

The partnership is symbolic of how fashion is changing. The two brands will together cater to both a millennial customer- with their mindset of 'no ownership', purchasing and sharing clothing in an exploration of fashion and 'greener' shopping' - and also to those wishing to invest in key wardrobe items that last forever.

Fran Millar, CEO Belstaff, commented "Belstaff has been producing clothes for close to a century and we are pleased to be offering a new customer the opportunity to rent before they buy. Whilst our Icons range is rooted in history, the fits have been modernised to offer a contemporary addition to any wardrobe. MY WARDROBE HQ offers a unique service with sustainable fashion at its core, which works with our built for life design philosophy. We look forward to our continued partnership with My Wardrobe HQ, promoting a circular fashion economy."

Jane Shepherdson, Chair MY WARDROBE HQ, says 'Rental is going from strength to strength in the womenswear market, and menswear is an obvious next step- in fact 30% of our existing database are men so we know that the demand is there. Belstaff were our first choice of launch partner, as we wanted to offer something that is very different to the traditional 'event' dressing that the men's rental market is known for. We couldn't be prouder of this partnership with Belstaff a brand that is synonymous with long-lasting quality and expert craftsmanship.'

Belstaff will offer its men's Icons range to a new generation through the rental platform- it reflects the brand's long-held built for life design philosophy, offering bestselling styles that have stood the test of time. Stand out pieces include the iconic waxed cotton Trialmaster, a four-pocket field jacket that was quickly adopted by the moto community when it launched in 1948, and additional waxed cotton styles like the shorter Racemaster, and the café racer styled Kelland. Belstaff's 6oz waxed cotton is both wind and water resistant, produced sustainably by the British Millerain, a mill operating in the north of England since the late 19th century.

Leather styles will also be offered, including the Trialmaster Panther- a hand-waxed, water-resistant leather variant of the iconic field jacket, with each jacket, thanks to its hand-finishing, developing a unique patina over time so that no two are alike- and the V Racer, a minimalistic café racer style from the 1960s; plus the Gangster, originally introduced in 1969, a shorter field jacket style with an adjustable fit.

An women's selection is available too, including the Trialmaster in waxed cotton, the Marianne, a classic biker style leather, and the Mollison – a café racer style with clean lines and moto-inspired quilting on the shoulders.



Belstaff ICONS collection available at MYHQ, ©Belstaff

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Notes to Editors

Key stats:

- The menswear market in the UK was worth £15.4 billion in 2019 (Mintel UK market report)
- 25% of respondents expressed a desire to rent in 2016, as rental has started to become mainstream in the womenswear market, this is increasing exponentially (Westfield 'How we Shop' report 2016)
- At 25% the total value of the UK menswear rental market is £3.85 billion
- There are currently no menswear rental offerings in the UK other than event wear