motörhead
TRIUMPH

2027 CLOTHING CAPSULE
DEALER LAUNCH GUIDE



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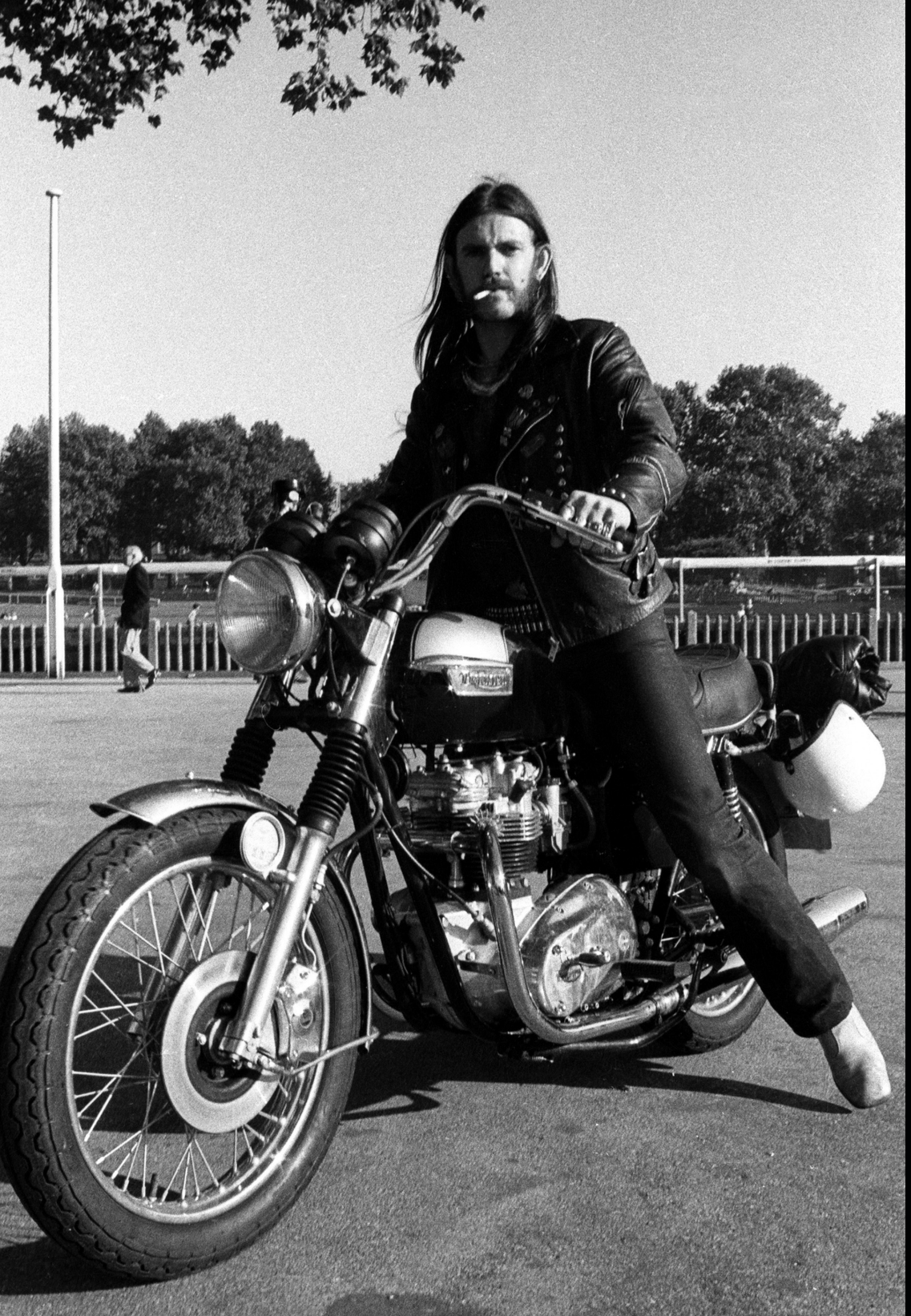

Born To Lose
Live To Win

Introducing the highly anticipated Triumph x Motorhead Collection, a powerful collaboration that brings together legendary rock culture and iconic British motorcycling. Born from the rebellious spirit of Motörhead and the renowned craftsmanship of Triumph, this exclusive limited-edition collection combines authentic motorcycle heritage with unmistakable rock attitude.

Featuring a standout range of graphic tees, premium hoodies, statement jackets, accessories and lifestyle pieces, each design is elevated with bold graphics, distinctive detailing and signature Motörhead-inspired flair. Created for riders, fans and style enthusiasts alike, the collection celebrates individuality, freedom and performance while capturing the spirit of the open road.

Uniting two globally recognised brands that embody authenticity, adventure and a fearless approach to life, the Motörhead x Triumph Capsule Collection offers a unique opportunity to own a piece of two worlds connected by a shared passion for self-expression and an enduring legacy of excellence.

TRIUMPH X MOTÖRHEAD ACE DENIM JACKET

Born from a collaboration between two icons of British culture, the Ace Denim Jacket fuses Triumph's legendary craftsmanship with Motörhead's uncompromising attitude.

Crafted from durable black denim, this statement piece features an exclusive back graphic showcasing the Motörhead and Triumph logos in signature Motörhead red, framing the unmistakable Ace of Spades artwork.

Every detail has been considered, from the branded Triumph button fastenings to the premium construction throughout.



TRIUMPH X MOTÖRHEAD ACE DENIM JACKET

100% COTTON DENIM

MTHS27900_BLACK | XS-XXXL



The above image illustrates the difference between the old t-shirt shape (black) and the new t-shirt shape (white)

NEW AND IMPROVED T-SHIRTS

The Motörhead collection marks the debut of our new and improved T-shirts, with significant upgrades to both fit and quality, based on feedback and extensive competitor analysis.
The fit has been refined through the body, neckline, shoulders, and sleeves, creating a more traditional masculine silhouette. Fabric weight has increased from 160gsm to 180gsm and the t-shirts now feature a deeper neck trim, delivering a more substantial, premium hand feel. In addition, our improved black dye standard delivers a richer and more intense black across the collection.

TRIUMPH X MOTÖRHEAD LEMMY T-SHIRT

Celebrate the legacy of one of rock's most influential icons with the Lemmy Tee, created exclusively for the Triumph x Motörhead collaboration.

Crafted from premium 180gsm 100% cotton single jersey, this classic black T-shirt delivers all-day comfort with unmistakable attitude.

The front is dominated by an exclusive graphic featuring Lemmy aboard a Triumph motorcycle, framed by signature Motörhead and Triumph branding in striking red and white.



TRIUMPH X MOTÖRHEAD LEMMY T-SHIRT

100% COTTON SINGLE JERSEY , 180GSM

MTSS27903_BLACK | XS-XXXL

TRIUMPH X MOTÖRHEAD PISTONHEAD T-SHIRT

Inspired by the raw power and rebellious spirit shared by Triumph and Motörhead, the Pistonhead Tee is a standout piece from this exclusive collaboration.

Crafted from premium 180gsm 100% cotton single jersey, this black T-shirt combines everyday comfort with bold, unmistakable graphics.

The front features a custom co-branded design that reimagines Motörhead's iconic Warpig with crossed pistons and Triumph branding, creating an authentic biker-inspired look.

On the back, the legendary We Are Motörheads slogan completes the design, paying tribute to one of rock's most influential bands. Built for life on and off the bike.



TRIUMPH X MOTÖRHEAD PISTONHEAD TEE

100% COTTON SINGLE JERSEY , 180GSM

MTSS27904_BLACK | XS-XXXL

TRIUMPH X MOTÖRHEAD ACE OF SPADES T-SHIRT

A tribute to one of Motörhead's most iconic symbols, the Ace of Spades Tee brings together legendary rock heritage and Triumph motorcycle culture.

Crafted from premium 180gsm 100% cotton single jersey, this everyday essential pairs comfort with statement styling.

The front features subtle co-branded Triumph and Motörhead artwork on the chest, while the back showcases a large exclusive graphic combining the iconic Motörhead logo, Ace of Spades emblem and Triumph branding.

Finished in classic black, it's a versatile staple designed for fans of two British icons.



TRIUMPH X MOTÖRHEAD ACE OF SPADES T-SHIRT

100% COTTON SINGLE JERSEY , 180GSM

MTSS27905_BLACK | XS-XXXL

TRIUMPH X MOTÖRHEAD PISTON RACER QUARTER-ZIP SWEATSHIRT

Inspired by classic racing style and infused with Motörhead attitude, the Piston Racer Quarter Zip Sweatshirt is built to stand out.

Crafted from 100% cotton for all-day comfort, this premium quarter zip features bold contrast sleeve stripes and exclusive Triumph x Motörhead artwork across the chest.

The iconic Motörhead Warpig graphic has been reimagined with a biker-inspired twist, sitting alongside co-branded Triumph and Motörhead logos for a distinctive collaboration look.

Finished with a durable YKK metal zip and ribbed trims, it's a statement layer that celebrates two legends of speed and rebellion.



TRIUMPH X MOTÖRHEAD PISTON RACER QUARTER-ZIP SWEATSHIRT

MAIN - 100% COTTON FLEECEBACK 3320GSM

RIB - 100% COTTON 1X1 RIB

MSWS27901_BLACK | XS-XXXL

TRIUMPH X MOTÖRHEAD LEMMY HOODIE

Pay tribute to one of rock's greatest icons with the Lemmy Hoodie, created as part of the exclusive Triumph x Motörhead collection.

Crafted from soft 100% cotton fleeceback jersey, this premium black hoodie combines everyday comfort with unmistakable Motörhead attitude.

The front features a subtle co-branded Triumph and Motörhead logo graphic on the left chest, while the back makes a bold statement with an exclusive oversized artwork depicting Lemmy atop a Triumph motorcycle.

Finished with a drawstring hood, kangaroo pocket and ribbed trims, it's a standout layer built for fans of legendary music and iconic motorcycles alike.



TRIUMPH X MOTÖRHEAD LEMMY HOODIE

MAIN - 100% COTTON FLEECEBACK, 320GSM
RIB - 100% COTTON 1X1 RIB

MSWS27902_BLACK | XS-XXXL

TRIUMPH X MOTÖRHEAD LOGO TRUCKER CAP

Complete your look with the Motörhead Logo Trucker Cap, part of the exclusive Triumph x Motörhead collection.

Featuring an embroidered co-branded Motörhead and Triumph logo graphic in signature red across the front panel, this classic trucker cap combines iconic style with everyday comfort.

Constructed with a structured front, curved peak and breathable mesh rear panels, it's designed for all-day wear.





TRIUMPH X MOTÖRHEAD LOGO TRUCKER CAP

100% COTTON PEAK AND FRONT
100% POLYESTER MESH
MCAS27911_BLACK | ADJUSTABLE



A premium everyday accessory inspired by two legends of British culture. The Motörhead Studded Leather Belt combines classic craftsmanship with exclusive collaboration detailing.

Crafted from durable black leather, this versatile belt features debossed Motörhead and Triumph branding, including reference to the 'We Are Motörhead' slogan and co-branded logo detailing.

Finished with a robust metal buckle and multiple adjustment points for a comfortable fit, it's a timeless piece designed to complement any rider's wardrobe.

TRIUMPH X MOTÖRHEAD LEATHER BELT

100% LEATHER

MACS27907_BLACK | S-M / L-XL / XXL



Built with the same rebellious spirit that defines both Triumph and Motörhead, this premium wallet combines practical functionality with unmistakable attitude.

Crafted in black with debossed graphics, the wallet features exclusive co-branded Motörhead and Triumph artwork alongside the iconic Ace of Spades motif.

A secure zip-around closure keeps essentials protected, while the detachable metal chain adds a classic biker-inspired finish.

The wallet includes an exclusive red Triumph X Motorhead guitar pick and comes in a co-branded presentation / gift box.

TRIUMPH X MOTÖRHEAD LEATHER WALLET

100% LEATHER

MACS27908_BLACK



A small collectible with a big dose of attitude, the Motörhead Guitar Pick celebrates the coming together of two British icons and arrives mounted on a presentation card.

Featuring exclusive co-branded Motörhead and Triumph artwork, this heavyweight 0.96mm black guitar pick pays tribute to Motörhead's legendary music heritage and Triumph's enduring motorcycle culture.

Whether used for playing, displayed as part of a collection or kept as a memento from the exclusive collaboration, it's the perfect finishing touch for fans of both brands.

TRIUMPH X MOTÖRHEAD PICK

HEAVYWEIGHT 0.96MM

CELLULOID

MACS27910_BLACK



Add a subtle touch of Motörhead attitude to your jacket, bag or riding gear with the Motörhead Pin Badge from the exclusive Triumph x Motörhead collection.

Featuring an exclusive Ace of Spades-inspired design with co-branded Motörhead and Triumph graphics, this premium metal and enamel pin badge makes a bold statement despite its compact size.

Measuring approximately 3.5cm high by 2.8cm wide, it's finished with a secure butterfly clutch fastening and arrives mounted on a presentation card, making it an ideal gift for collectors and fans alike.

TRIUMPH X MOTÖRHEAD PIN BADGE

METAL AND ENAMEL

MACS27909_BLACK

Formed in England in 1975, Motörhead became one of rock's most iconic and influential bands. Led by the legendary Lemmy Kilmister, their distinctive fusion of rock 'n' roll, punk and heavy metal captured generations of fans around the world. Across a 40-year career, the band released 23 studio albums and sold more than 25 million albums worldwide. Today, their legacy lives on through reissued albums, anniversary releases and a global fanbase.

