

EVENTS/CAUSES

Alexander McQueen rereleases unique design for charitable auction

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Alexander McQueen Armadillo Boots

By STAFF REPORTS

British fashion label Alexander McQueen is rereleasing one of its most famous designs as part of a unique offer that will benefit UNICEF's relief efforts in Nepal.

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With the help of the art auctioneer Christie's, Alexander McQueen will auction off three new pairs of its Armadillo Boots, which will be sold to the highest bidders at Christie's Handbags & Accessories Auction from July 14–23 to raise money for Nepal. McQueen's Armadillo Boots are recognized as one of the label's most unconventional designs, and the auction will likely appeal to consumers who were unable to obtain one of the original 21 pairs.

Unique appeal

One hundred percent of the proceeds from the auction will be donated to the U.S. Fund for UNICEF to support the Nepal relief efforts. By generously contributing to this charity, Alexander McQueen is giving back to the community and presenting a positive image to consumers.

Alexander McQueen's Armadillo Boots were first introduced during the spring/summer

2010 fashion show, where they were greeted with instant approval. The boots are designed to appear as though the wearer is standing on tiptoe, a unique silhouette that has rarely been replicated.



The auction will feature three pairs of the unique boots

The British fashion label has previously joined other brands to support charitable efforts. For example, in 2013 14 London-based fashion labels, including Burberry and Alexander McQueen, partnered with Britain's Office of Charity's organization Save the Children on a collection of sweaters to be auctioned through text to benefit the charity.

The "Woolly Big Text Auction" was part of Save the Children's Christmas Jumper Day, in which people wear holiday sweaters to raise awareness and funding for the organization. By participating in this charity event, the designers were able to show their philanthropic and human side ([see story](#)).

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