

EVENTS/CAUSES

McQueen slated to show in London for autumn/winter 2016

December 11, 2015



McQueen autumn/winter 2015 runway look

By STAFF REPORTS

British fashion label Alexander McQueen is diverting from its usual Paris Fashion Week placement for one season, with plans to show its fall women's wear collection in London.

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Early in the brand's history, its namesake designer was a fixture within London Fashion Week, but eventually he decamped for Paris. Rather than being a permanent move, the company seems to be looking at this as more of a special event or homecoming.

Limited engagement

McQueen's show is scheduled for Feb. 21 at 7 p.m. BST. According to [WWD](#), the brand is planning a major event to mark the occasion, but there are not any further details available at this time.

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We are pleased to announce that Alexander McQueen will return to London in February to show the AW16 mainline collection for one season only #LFW

Posted by [Alexander McQueen](#) on [Thursday, December 10, 2015](#)

When fashion brands depart from their typical locales for fashion shows, it enables them to create more of a spectacle.

For instance, Givenchy made a splash when it traded Paris for New York for the spring/summer 2016 season.

French fashion house Givenchy increased the visibility of its New York Fashion Week presentation on Sept. 11 through strategic viewing placement.

The Sept. 11 runway show marked the first time the brand opened the doors to its catwalk presentation to the general public. Givenchy held a ticket giveaway for the first 820 fans to register, thus further democratizing fashion to a level that consumers can be full participants regardless of location and wealth ([see story](#)).

The brand shared a list of locations where fans could view the Riccardo Tisci-designed spring/summer 2015 show

live on Sept. 11 in New York to include as many enthusiasts as possible ([see story](#)).

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