

APPAREL AND ACCESSORIES

Vivienne Westwood unites men's and women's collections under one label

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Vivienne Westwood autumn/winter 2016 campaign image

By STAFF REPORTS

British apparel label Vivienne Westwood has become the latest brand to break from the traditional fashion week schedule.

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On Aug. 11, the brand announced it would be showing both its men's and women's autumn/winter 2017 collections at London Collections: Men's next January. Reflecting a growing trend in the fashion industry, Vivienne Westwood's move brings its men's show back to its hometown of London from Milan.

Changing things up

Vivienne Westwood's women's line, previously known as Red Label, and its Man Label menswear will be coming together for the show as well as in name. Starting with the autumn/winter 2017 collection, both will be referred to as Vivienne Westwood.

This simplification of collection names has also been seen at Marc Jacobs and Burberry ([see story](#)).

The choice to show winter collections earlier is designed to give buyers an idea of the collections well ahead of showroom appointments.

As a result of the scheduling switch, there will be no Vivienne Westwood women's wear show during the London shows in September. Instead the brand will show the collection to buyers and editors via private appointments and a look book.

Andreas Kronthaler for Vivienne Westwood, a unisex concept line, will continue to show during Paris Fashion Week in October. Also, Vivienne Westwood's diffusion line Anglomania, Worlds End Collection and accessories lines will continue as usual.

Explaining the transition in a poem, Vivienne Westwood said, "Reduce our company in size./ And reduce it to its essentials./ Selling only what we love./ Our whole structure will be directed by quality./ Buy less, choose well, make it last./ Together Andreas and I head the design teams for all lines."

Italian fashion house Gucci also altered its runway show format.

Gucci president and CEO Marco Bizzarri announced during his keynote at the International New York Times Luxury Conference on April 5 that the brand will begin showing its men's and women's wear together in a single show per season starting in 2017. Fashion is trying to find a winning format for the runway show, which causes creatives at large houses to stage numerous spectacles a year ([see story](#)).

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