

APPAREL AND ACCESSORIES

Alexander McQueen begins bricks-and-mortar plan with new flagship

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Alexander McQueen opens new flagship location on Old Bond Street, London. Image credit: Alexander McQueen

By STAFF REPORTS

British apparel and accessories label Alexander McQueen has invested further into its country of origin with a new flagship location.

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Alexander McQueen will join the likes of a variety of other luxury brands who are investing in a grand home on Bond Street in London. The label is opening an 11,000-square-foot space where DKNY used to be located at 27 Old Bond Street.

New home

The label gave followers a preview of the location on Instagram, with moving footage of its products and displays.

Alexander McQueen's new London flagship is the start of a plan to double its bricks-and-mortar locations, which will eventually total 128 stores.

The new location is across the street from its previous flagship, but is almost four times larger.

[View this post on Instagram](#)

#27OldBondStreet

A post shared by Alexander McQueen (@alexandermcqueen) on Jan 8, 2019 at 10:13am PST

Alexander McQueen Instagram post

Each season, the store will reflect the mood of the time of year with new fabrics throughout the location and in dressing rooms.

As with many other new flagship locations for luxury brands, a floor above the showroom will be reserved for special events. However, unlike others, the events will be reserved special for fashion students, in a more inclusive space.

The brand will start hosting exhibitions, talks and other interactive events this month.

"[The store] creates a different kind of visitor flow that is calm and private, free and engaging," said Emmanuel Gintzburger, CEO of Alexander McQueen, in an interview with *WWD*.

"Traditionally, the last floor of a luxury retail store is very exclusive," he said. "Here, we wanted to make it inclusive, breaking the rules and turning the pyramid upside down.

"Our top floor will be a creative space, where we want design and fashion communities to learn, discover and share."

Previously, Alexander McQueen transported consumers to Iceland in an advertising campaign that references an inspiration closer to home.

The brand's collection for the autumn/winter 2017 season paid homage to Cornwall, a county in England with similar topography to Iceland. Going on location for ad efforts allows brands to inspire wanderlust in their audience, helping to build a dream around the products featured ([see story](#)).