

APPAREL AND ACCESSORIES

Alexander McQueen finds new way to engage fans with McQueenCreators

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Fans are asked to sketch the Rose dress from Alexander McQueen's autumn-winter 2019 collection as part of its #McQueenCreators social engagement. Image credit: Alexander McQueen

By LUXURY DAILY NEWS SERVICE

British fashion label Alexander McQueen has come up with an innovative way to engage its audience weekly with a new social media-driven concept called #McQueenCreators.

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McQueen will each week ask its creative community to work together from home on a series of projects. The house is asking consumers to sketch its choice for this week: its autumn-winter 2019 Rose dress.

Drawing inspiration

Consumers are asked to find a sketchbook and chosen materials. They then choose a picture from a series of images and sketch, color or paint their favorite one.

The wannabe designers are asked to share their final piece by tagging @McQueen on Twitter and Instagram with **#McQueenCreators** to be featured on the house's channel by April 6.



The Rose dress from Alexander McQueen's autumn-winter 2019 collection. Image credit: Alexander McQueen

As part of its **#McQueenCreators** series, the brand will share **#McQueenMusic** with its fans and audience.

Consumers can visit its Spotify channel to hear playlists inspired by Alexander McQueen shows and featuring their soundtracks: [#NowPlaying](http://on.AlexanderMcQueen.com/McQueenSpotify)

The Spotify effort is similar to fellow Kering brand Bottega Veneta's playlist for its Bottega Residency featuring an artist and his or her top choices across different topics ([see story](#)).

Introducing [#McQueenCreators](#).

Each week we will be asking you to be part of our creative community, working together from home on a series of projects.

This week we invite you to sketch the Autumn/Winter 2019 Rose dress with us. Follow the instructions in our next tweet. (1/4) pic.twitter.com/Enpo3tljrj

Alexander McQueen (@McQueen) [April 1, 2020](#)

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