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Alexander McQueen continues fabric donation project, prioritizing circularity

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Alexander McQueen's fabric donation scheme has already donated materials to more than 20 institutions. Image courtesy of Alexander McQueen

By LUXURY DAILY NEWS SERVICE

British fashion label Alexander McQueen is entering the second phase of its fabric donation scheme, expanding on its sustainability efforts.

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Sarah Burton, creative director at Alexander McQueen, introduced the fabric donation program in 2019 in an effort to redistribute leftover materials from the label's production cycles. As the scheme enters its second phase, the label will be donating a new shipment of fabrics to students who are studying fashion and textiles at universities and educational programs in the U.K. to assist the next generation of designers.

"It's our responsibility to extend our program of practical help and encouragement to students and fashion schools," Ms. Burton said in a statement. "The fabric donations build on the relationships we've made with educationalists across the U.K. who are teaching students from school age to graduate level and is broadening out to reach further in 2021.

"When times are so much more difficult for young creative people, taking action to share our resources and open eyes to opportunities has become a central in-house commitment at Alexander McQueen, which we all take very seriously," she said.

Giving back

Alexander McQueen has organized the program directly with tutors to donate desired fabrics. The previous phase of the program delivered fabric that was used in many graduate collections as well as course work in 2020.

Specialist teams at the label are working to design projects to inspire students of all ages, giving them real-life knowledge of cutting, draping, pattern cutting, tailoring, textile construction, embroidery and collection research.

The fabric donation scheme has already delivered materials to more than 20 institutions and fashion projects throughout the U.K. With its second phase, the label is looking to donate fabrics to more institutions.

Alexander McQueen is continuing to highlight its commitment to circularity in fashion.

Resale platform Vestiaire Collective partnered with Alexander McQueen to launch a new "brand approved" program, highlighting the fashion industry's commitment to sustainability and circularity. Through the collaboration, shoppers are invited to sell their preowned pieces and receive a credit to buy new pieces from specified McQueen stores ([see story](#)).

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