

APPAREL AND ACCESSORIES

## Alexander McQueen launches graffiti campaign

July 16, 2021



*Branded graffiti can be found in train stations, on buses and taxis in cities like London, New York and Milan. Image courtesy of Alexander McQueen*

By LUXURY DAILY NEWS SERVICE

British fashion label Alexander McQueen has debuted its newest Graffiti graphic through a global art-inspired, out-of-home push.

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Available now, the Graffiti graphic is featured in both men's and women's collections across all product categories. The campaign was launched guerrilla-style on July 12 in 12 cities around the world: New York, Los Angeles, Miami, London, Paris, Milan, Shanghai, Beijing, Hong Kong, Seoul, Tokyo and Dubai.

### Graffiti McQueen

The brand name, drawn in a brushstroke-style adorns pieces across the label's product categories, from T-shirts to handbags, and now it can be seen on buildings, buses, taxis and sidewalks in cities around the world.

[View this post on Instagram](#)

A post shared by Alexander McQueen (@alexandermcqueen)

To accompany the campaign, Alexander McQueen released a short film showcasing the new graffiti on its fall 2021 collection, shot in London, New York, Paris and Milan.

Outside of collections and campaigns, the British fashion house has become an active participant in the circularity push.

In February, Alexander McQueen partnered with resale platform Vestiaire Collective to launch a "brand approved" program, as luxury brands look to become more directly involved with circular fashion initiatives.

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](#)).

Then in March, the brand entered the second phase of its fabric donation scheme, expanding on its sustainability efforts. Creative director Sarah Burton introduced the fabric donation program in 2019 in an effort to redistribute leftover materials from the label's production cycles.

Alexander McQueen donated a shipment of fabrics to students studying fashion and textiles at universities and educational programs in the U.K. to assist the next generation of designers ([see story](#)).

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