

EDUCATION

Alexander McQueen supports youth arts education with new partnership

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Alexander McQueen employees will participate in educational sessions as part of the initiative. Image courtesy of Alexander McQueen

By LUXURY DAILY NEWS SERVICE

British fashion label Alexander McQueen is expanding its support of educational outreach programs to help foster diversity in the fashion industry.

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Alexander McQueen is partnering with London's A Team Arts Education, an organization that helps young people in the inner city enter the art and design fields. Through the initiative, the label will offer financial support and help the organization grow its workshops and classes.

"It feels especially important for us to be able to take part in supporting young people from the East End of London, where Lee Alexander McQueen grew up," said Sarah Burton, creative director at [Alexander McQueen](#), in a statement.

"At this house we all know that talent comes from everywhere, irrespective of background," she said. "At a time when U.K. arts education is narrowing and being cut and young people are under pressure, we're inspired and humbled to be able to join with A Team Arts Education in their exceptional grass-roots work in providing fashion, textiles and art and design programs."

Bolstering creative youth

A Team Arts Education began its workshops and classes as a pilot in 2020. Students are between ages 11 and 18 and build portfolios ahead of pursuing further education in creative fields.

Design, textile and embroidery professionals from McQueen will participate in live experiences through "The Explore Program," A Team Arts Education's introduction to relevant career pathways.

Alexander McQueen is support A Team Arts Education

Support for arts education is of greater importance during the ongoing COVID-19 pandemic and recovery.

"Working with Alexander McQueen will provide inspiration, hope and opportunities to an area that has established links to the fashion and textiles industries that are now hidden through layers of history and a changing urban

landscape," said Sarbjit Natt, director at A Team Arts Education, in a statement.

"The collaboration will help the arts to flourish in a positive way for young people and the wider community of East London."

Education and support of the local London community are core tenants for the house, which has a floor at its Bond Street flagship dedicated to the education of the city's fashion students.

Alexander McQueen also launched the second round of its fabric donations project earlier this year.

Ms. Burton introduced the fabric donation program in 2019 to redistribute leftover materials from the label's production cycles. In its second phase, McQueen 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 ([see story](#)).

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