

APPAREL AND ACCESSORIES

## Alexander McQueen appeals to those on the move with new sneaker

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*With a campaign boasting self-expression, the brand releases the new Sprint Runner. Image courtesy of Alexander McQueen*

By NORA HOWE

British fashion house Alexander McQueen is turning to the power of dance and movement as a form of self-expression through a bold film campaign promoting its new Sprint Runner sneaker.

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Starring dancer, actor and musician Mette Towley, known professionally as Mettenarrative, and shot by award-winning director and visual artist Sophie Muller, the film serves as a form of art itself, promoting the expression of empowerment through fashion. Prominently taking center stage in the visual campaign is the brand's newest sneaker the Sprint Runner.

### Expression through dance

The two-minute film opens with a shot of Ms. Towley fiercely focused on her movements as she begins dancing her determination and precision emanating from the screen.

She is dressed in an Alexander McQueen corset dress with oversized silver metal detailing, an asymmetric drape skirt in black and tea rose satin and the new sneakers in classic white.

Seemingly defying gravity, she floats through the air and across the floor in swift and fluid movements.

*Mettenarrative is a dancer, actor and musician*

A modern take on the classic running shoe, the Alexander McQueen Sprint Runner was first seen at the brand's spring/summer 2022 show. It features a laced, metal-free white leather upper and an exaggerated rubber sole a common design theme in McQueen footwear.

Available in all white with a white counter heel or in white with a contrast black leather counter heel and in seasonal colors for both men and women, every sneaker is complete with an Alexander McQueen signature and 3D McQueen seal.

Born in Minnesota and raised in Maryland, Ms. Towley was first introduced to dance at the age of five when she attended student recitals at the Baltimore School for the Arts. She eventually went on to earn a degree in dance from

the University of Minnesota.

Having toured with musical producer Pharrell Williams in her professional career, Ms. Towley garnered attention as a dancer in the music video for "Lemon" by N.E.R.D. and Rihanna.

In 2019, she performed in Lorene Scafaria's "Hustlers" and as Cassandra in the musical film "Cats," and has appeared on "The Ellen DeGeneres Show."



*Ms. Towley is shown effortlessly jumping through the air, prominently promoting the new sneaker collection. Image courtesy of Alexander McQueen*

Alexander McQueen's Sprint Runner sneakers retail for \$790 and are available in a number of color combinations.

#### Rise of streetwear

Ostensibly the quintessential streetwear item, sneakers have quickly snuck their way into the luxury fashion world, partly due to COVID-related consumer values and partly to the rise of designers blending couture with street style.

The demand for sneakers is growing rapidly, and the \$6 billion marketplace is expected to grow five times by 2030.

British department store chain Harrods entered the luxury streetwear game with a partnership with online luxury sneaker and streetwear consignment store [The Edit LDN](#).

Popular among celebrities and professional athletes, items from The Edit LDN are available to Harrods shoppers, who may view, experience and purchase the latest limited-edition sneakers from the online brand. The Edit LDN sells some of the world's most coveted sneakers from brands including Yeezy, Jordan and Off-White, connecting resellers with a highly engaged and passionate community ([see story](#)).

In December 2021, Auction house Sotheby's further expanded its streetwear footprint with new offerings from the Louis Vuitton x Supreme collaborative collection.

Consumers had the opportunity to acquire clothing and accessories from the collection, as well as 216 mint-condition skateboarding decks from the Supreme collection, available for purchase on Sotheby's Buy Now marketplace. Sotheby's is no stranger to street style, but the special event certainly solidified the role of streetwear in luxury and as a financial asset ([see story](#)).