

APPAREL AND ACCESSORIES

Luxury fashion changes course in light of royal loss

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The organization is tasked with steering luxury brands in the right direction, in the aftermath of Queen Elizabeth II's passing. Image credit: British Fashion Council

By AMIRAH KEATON

The loss of Queen Elizabeth II has thrown luxury for a loop, with competing global implications at play during one of the industry's most pivotal fiscal points.

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Luxury marketers should prepare for ongoing disruptions during upcoming fashion weeks, as all corners of the industry bear the weight of an added challenge. Meanwhile, fashion's governing bodies are attempting to communicate updates accordingly, calling upon the companies it advises to balance decorum with demand during a crucial moment in time for all bottom lines.

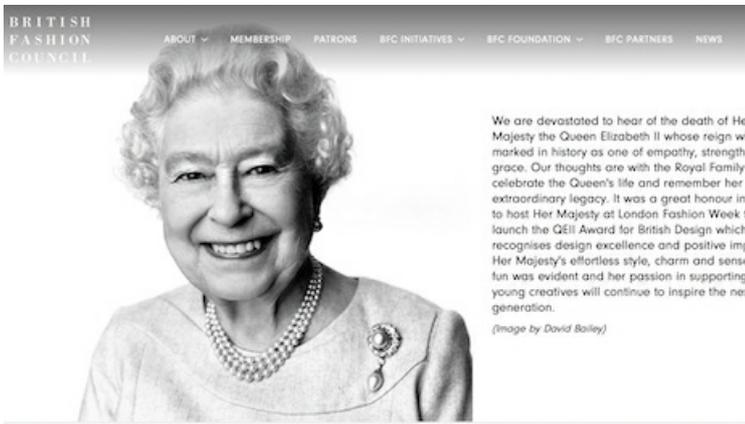
Live updates

September's fashion week programming, which features collections for the spring/summer 2023 season, is in flux in light of royal loss.

The royal loss has rippled through various industries. On the events front, some London fashion week players, brands like Burberry and designers such as Raf Simons are dissolving presentations. Others are left with just a few weeks before London Fashion Week's Sept. 16 start date to course correct.

HOW HAVE THE ROYALS TRADITIONALLY SUPPORTED HIGH FASHION? EXPERT QUOTE PLACEHOLDER

Thus far, British Fashion Council (BFC), the U.K.'s primary governing body for London Fashion Week, has laid out the following provisions: all core business activities at London Fashion Week will remain on the calendar, while all non-core business events like parties and openings are to be canceled, according to statements shared with media.



The British Fashion Council's current homepage. Image credit: British Fashion Council

The week-long event also intercedes with Queen Elizabeth II's funeral proceedings, which have been scheduled for Sept. 19.

BFC has recommended that all shows slated for that Monday be pushed out. The organization will work with designers and their displaced presentations to arrange another showing slot at a later date.

HOW CAN THE BFC USE PAST CONTEXT TO INFORM PRESENT RESPONSE? EXPERT QUOTE PLACEHOLDER

Fashion shows, however, are not the only opportunity designers have to engage key partners. Press previews, which typically occur a few months out from in-store and online launches, allow media members to preview upcoming collections in preparation for future coverage.

Similarly, buyers who are oftentimes not able to take in a collection in full detail, considering the speed of runway models in addition to an increasingly noisy show ambiance, rely on re-see's to make crucial purchase decisions. Brands open their showrooms to "by-appointment-only" slots, and are able to speak to collections and gain a greater sense of wholesaler interest.

Strong efforts to enhance these more behind-the-scenes happenings could help carry luxury brands through the current tumult.

Timeline tributes

Despite a shift in live planning efforts, fashion's content calendars have been quick to pivot, as social feeds become a primary tool with which brands are able to signal their respects.

LIST OF QUEEN TRIBUTES + EMBED POSTS AND ADD DESCRIPTIONS

Most posts are following a similar formula: acknowledging _____, _____ [OUTLINE COMMONALITIES BETWEEN POSTS]. Most have opted to maintain tact with commemorative images of the royal leader, while others who enjoyed closer associations to the Queen have circulated images of the _____ in historic luxury looks.