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GOVERNMENT

Ahead of royal funeral, luxury brands extend final farewells

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The royal family's impact on the luxury sector is undeniable, evidenced by widespread reactions during the current period of worldwide mourning. Image Credit: Reuters

By AMIRAH KEATON

As millions gathered at London's Westminster Abbey to witness Queen Elizabeth III's final public procession on Monday, luxury players responded to proceedings in real-time.

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A range of heritage brands have continued to reflect upon her majesty's legacy, going live with extended commemorations for the Queen in light of the loss.

"Historically, style and taste are inherent to royal imagery," said ____, founder of _____, New York.

"There is a common link and respect between the two, the fashion industry and the royal family.

Final farewells
Brands are bidding adue alongside state citizens, employing a myriad of honorary messages for the queen across multiple channels.

Britain's fashion heavyweights, many of whom had designs embraced by royals during notable, newsworthy occasions, were among the first to respond _____ [funeral].

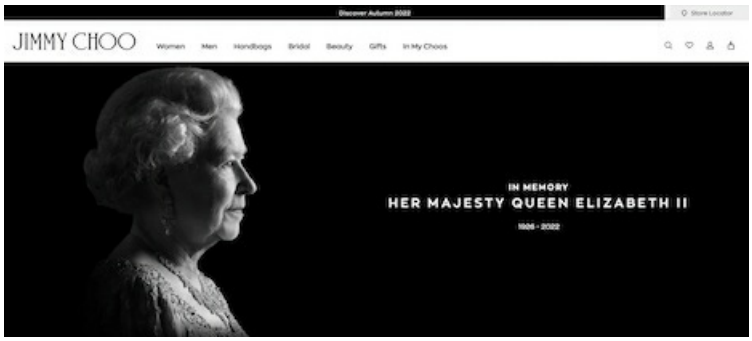
"Designers from Vivienne Westwood to Galliano to McQueen have had designs worn by the royal family," Mr. ____ said.

"In more recent years, as we know, Princess Kate's wedding dress was by Sarah Burton for McQueen."

FASHION HEAVYWEIGHT EXAMPLES

Brands with less incidents of direct engagement exhibited just as much vigor.

____, while British footwear label Jimmy Choo is commemorating the queen with a simple, prominently placed homepage banner on its site.



Jimmy Choo's homepage features a tribute to Queen Elizabeth III. Image credit: Jimmy Choo

Luxury fashion organizations have worked through a layer of scheduling complications, as all event landing on the same day as Queen Elizabeth III's funeral arrangements required shifting.

As the British Fashion Council outlined updated provisions over the weekend, London Fashion Week lifted programming, including a national moment of reflection in honor of the Queen held Sunday.

HED 2
Historically speaking, _____.

"In many generations, it was the duty of royal families to set the fashionable outlook of their realm in Britain and beyond," Mr. ___ said.

"Certainly, during the mid to late 1800s, British Couturier, Charles Frederick Worth became a favorite of Queen Victoria," he said." "Worth obviously became internationally recognized for dressing royal women, including Empress Eugenie of France."

"Another major moment that comes to mind is the famous image of Duchess Wallis Simpson wearing the famous Schiaparelli dress with the lobster illustration by Dali."

___ was not exclusively limited to women of royal esteem. Men also _____.

"Royal men resorted mostly to Saville Row tailors traditionally, but with that said, there's always been a link between the British monarchy and the luxury fashion industry," Mr. ____ said.

"Of course, as with any heads of state, supporting the brands in one's own country is paramount to convey solidarity and national pride.

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