

COMMERCE

Longtime creative director Sarah Burton to part ways with Alexander McQueen

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A successor to the creative director, who worked alongside brand founder Lee Alexander McQueen for more than a decade, has not yet been named. Image credit: Alexander McQueen

By LUXURY DAILY NEWS SERVICE

British fashion house [Alexander McQueen](#) will say goodbye to its artistic lead later this month.

Announced Sept. 11, fashion designer Sarah Burton will step away from her role at the Kering-owned label after a showcase of the spring/summer 2024 collection during Paris Fashion Week on Sept. 30. A successor to the creative director, who worked alongside brand founder Lee Alexander McQueen for more than a decade, has not yet been named.

"I am immensely grateful to Sarah, and I want to personally thank her for her work over the past two decades, first alongside Lee Alexander McQueen, where her role was instrumental to his success, and then as the creative director since 2010," said Francois-Henri Pinault, chairman and CEO of Kering, in a statement.

"Through her own experience, sensitivity and talent, Sarah continued to evolve the artistic expression of this iconic house," Mr. Pinault said. "She kept and continued Lee's heritage, attention to detail and unique vision, while adding her own personal, highly creative touch."

Tumultuous times

Appointed in May 2010 following the death of the company's founder, Ms. Burton would go on to spend the following 13 years in the high-ranking position, having served the maison for more than two decades overall.

"I am so proud of everything I've done and of my incredible team at Alexander McQueen," said Ms. Burton, in a statement.



The cast of McQueen's spring/summer 2023 campaign. Image credit: Alexander McQueen

"They are my family, and this has been my home for the past 26 years," she said. "Above all I want to thank Lee Alexander McQueen; he taught me so much and I am eternally grateful to him.

"I am looking forward to the future and my next chapter and will always carry this treasured time with me."

The change in creative leadership comes during a turbulent period for the French conglomerate.

In July, Gucci's longtime CEO Marco Bizzarri announced his departure from the house after 8 years in the position, effective Sept. 23 ([see story](#)). Later that month, Kering announced its plan to acquire a 30 percent stake in Italian fashion label Valentino, in a deal that creates a path to 100 percent ownership by 2028 ([see story](#)).

Weeks later, in August, Kering announced it would welcome a new CFO, Armelle Poulou, into the fold ([see story](#)).

As far as Alexander McQueen is concerned, Kering stated that "a new creative organization for the house will be announced in due course."

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