



Alexander McQueen

Love Meets Tomorrow

At the launch of a new chapter, Alexander McQueen depicts the future through the universal language of love.

Marketing Analysis

Table of Contents

2	Executive Summary	9-10	Marketing Plan
3	Current Marketing	11-12	Competition
4	ESG SWOT	13-14	ESG Analytics
5	Benchmark Brands	15-16	Appendix
6	Customer Profile	17	Resources
7-8	Campaign Overview		

Executive Summary



Since the loss of Lee Alexander McQueen, Sarah Burton has navigated the brand through a sensational journey. While honoring McQueen’s legacies, Sarah continued the house’s exploration of pushing boundaries, challenging social stereotypes, and praising humanity. Now, with the departure of Sarah Burton, Alexander McQueen opens a new chapter of its history.

Rooted in the concept of depicting the future through the universal language of love, Alexander McQueen is looking forward to connecting with the younger demographic who values love and sustainability. The “Love Meets Tomorrow” campaign aims to demonstrate Alexander McQueen’s social responsibility and commit a positive impact. The campaign is not only an exploration of fashion creativity and craftsmanship but also narrates the profound influence of diverse love.

In Alexander McQueen’s tomorrow, love will be our language to speak out about sustainability, social issues, and equal opportunities. Aligned with the Kering Group’s 2025 sustainability strategy, our house will keep pushing for environmental initiatives. And on the website, we’ll feature tags that highlights our sustainability efforts transparently. Furthermore, Alexander McQueen will continue its stand as a strong voice on critical social issues such as gender equality, racism, and cultural heritage preservation. We’ll also expand our charitable and educational programs. Utilizing our successful experiences in the UK, we are looking forward to promoting art education and enhancing our connections with future generations of creatives globally

“Love Meets Tomorrow” embodies Alexander McQueen’s social responsibility and commits a positive social impact. By communicating love and innovation, our brand will solidify its standing as a visionary leader in the fashion industry.

Current Marketing



Alexander McQueen is positioned as a high-end luxury brand. Since the found of the brand, Alexander McQueen has maintained an image of exclusivity and excellent craftsmanship.

One of Alexander McQueen's essential marketing component is storytelling. Alexander McQueen incorporates storytelling into its brand messaging through diverse channels. Emotion is the key component of McQueen's storytelling. By leveraging various channels such as visuals, sounds, and text narratives, Alexander McQueen tailors its unique massege to the audience. Resonated with that, customers are ensured with engaging and consistent brand experiences.

And in the presentation of McQueen's storytelling, countless memorable moments have been associated supermodels like Kate Moss, Naomi Campbell, and Liu Wen. Instead of just showcasing McQueen's designs, they've embodied the brand's spirit. The audience, with their love for those supermodels, get a chance to resonate better with the brand emotionally.

With Sarah Burton taking over the brand, Alexander McQueen has established a strong presence on digital platforms. The brand leverages its social media presence to showcase its collections, campaigns, and runway shows, communicating its unique aesthetic and vision. McQueen also collaborates with influencers and celebrities help broaden their reach, while behind-the-scenes content offers an inside perspective.

Furthermore Alexander McQueen's sales is strong in both E-Commerce and physical channels. McQueen has physical stores in major cities across the golbe. Characterized consistent interior design language, the stores reflect the brand's aesthetic and identity. And digitally, Alexander McQueen operates through its direct channel (alexandermcqueen.com) and collaborates with various retailers, thereby has established a efficient global retail network.

ESG SWOT

Strength

- Aligned with the Kering Group's 2025 sustainability strategy, Alexander McQueen actively contributes in various aspects.
- Hosting Educational and charitable events and programs.
- Strong presence on social issues, positive image
- As a luxury brand, McQueen promotes slow-fashion.

Weakness

- McQueen hasn't done enough effort to showcase their ESG practices
- McQueen's charitable and educational programs are influential mostly within London region.
- Animal leather is closely associated with the brand and is still used in McQueen's creations

Opportunities

- McQueen could expand their charitable and educational programs across the globe
- Highlighting ESG practices on website and social media
- Reach art education to a broader audience
- Collaborations

Threats

- Aggressive sustainability strategies from other brands such as Burberry's 2040 ambition
- As a luxury brand, McQueen keeps an exclusive brand image



Benchmark Brands



BURBERRY

Burberry, the British Luxury house, plays a industry-leading role in ethical practices. Burberry sets its goals across four priorities and 12 targets. Towards the ambition to be climate positive by 2024, Burberry's progress are consistently published on its website.



Loewe commits its sustainability responsibilities through eco-friendly packaging, transparent material sourcing, and efforts to promote cultural heritage, arts, and fashion. As part of the LVMH Group, Loewe aligns with the environmental goals set by the group and embraces diversity.

0 1 2 3 4 5 6 7 8 9
10 11 12 13 14 15 16
17 18 19 20 21 22 23
Maison Margiela
PARIS

Margiela demonstrates its commitment to ESG practices through “Recicla” initiative. By upcycling and repurposing vintage garments and materials, Margiela brings new life into pre-existing resources and also introduces a sustainable practice into its collections.

Customer Profile

Demographics

Age: 21-55

Location: Urban Fashion Centers

Gender: Inclusive

Income: High Income, Usually \$180k+

Education: Liberal Arts and Related Fields

Phychographics

Looking for unique pieces that not everyone owns.

Would like to invest in quality and craftsmanship.

Express their identity and artistic vision through clothing

Trying to keep the balance between fashionable looking

and professional suitability

Aspirational Brands

Yves Saint Laurent, Ann Demeulemeester, Sacai,
Maison Margiela.



Campaign Overview

Stepping into a new era of fashion, Alexander McQueen remains dedicated to craftsmanship and innovation. “Love Meets Tomorrow” goes beyond them. It’s not just another campaign, it reaches deeper into the soul of Alexander McQueen: love.

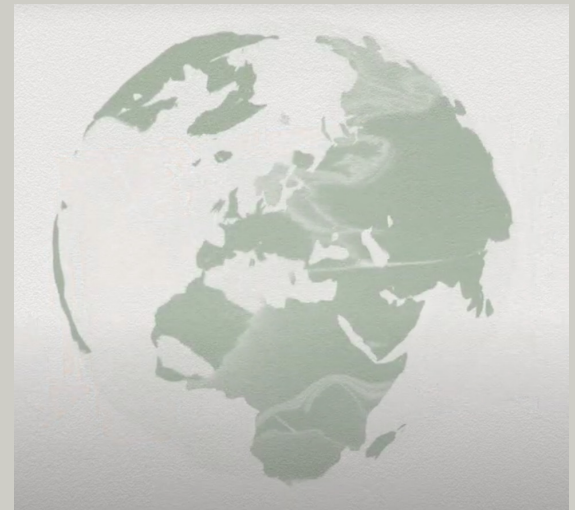
Rooted in love, the campaign reverences cultural heritage, nurtures the future of art and fashion, and asserts our commitment to a sustainable environment.

Our brand has always been synonymous with honoring the cultural heritages that spark our design. “Love Meets Tomorrow” aims at intertwining those heritages with the future of the fashion industry. By celebrating and preserving artistic heritages, we are honoring the foundation of our innovation while crafting the philosophy that guides our future.

In the ever-evolving industry, Alexander McQueen envisions the future. Through strategic collaborations with artists and education organizations, “Love Meets Tomorrow” bridges the gap between the rich legacies and the young talents of tomorrow.

Furthermore, our dedication to the environment isn’t just a trend. Our love for the planet is woven into every yard of our brand’s essence. Our commitment will be demonstrated through eco-friendly sourcing, sustainable production, and alignment with environmental NGOs.

“Love Meets Tomorrow” is not only synchronizing with broader ESG strategies, but it paves the way for the legacies to be handed down to future generations.



Marketing Tactics

“Love Meets Tomorrow” will be demonstrated in 3 pillars, with specific tactics tailored for each.

Cultural Heritage Meets Tomorrow

- Host exhibitions in major fashion cities, demonstrating how cultural heritages are intertwined with McQueen’s innovation
- Film documentaries about cultural traditions and crafting techniques. Connect them with fashion innovations
- Collab with artisans for collections
- Source fabrics and techniques from heritage workhouses/artisans
- Training programs that sponsor participants to learn and inherit techniques that are about to be lost.

Art Education Meets Tomorrow

- Collaborate with artists and organizations globally to provide fundamental art education for the young generation.
- Set up awards and scholarships for art students in the name of the brand.
- Support pioneering fashion start-up individuals/studios
- Host forums and conferences in major art institutes across the globe.

Sustainability Meets Tomorrow

- Create website pages that highlight McQueen’s efforts on sustainability
- Present semi-annual sustainability reports
- Use artificial leathers on some garments/accessories in 2024’s collections
- participate in the Kering Group’s sustainability podcast episodes

Marketing Plan

“Love Meets Tomorrow” campaign will be launched in the first season of 2024 after FW24 runway. Tactics will be employed across a vast range of channels.

We are looking forward to make a extensive and impactful reach through both physical and digital channels.

Channels:

Physical

- Alexander McQueen Flagship Stores
- Art Gallery
- Prints/Billboard
- Art Schools

Digital

- Website
- Instagram
- TikTok
- X
- Facebook
- Weibo
- Spotify
- Youtube

One Year Marketing Plan Pt.1		
December	January	February
Campaign development	Campaign development	FW24 runway presentation
First cultural heritage exhibition preparation	First cultural heritage exhibition preparation	Campaign Launch
Scouting artists/organizations for collaboration	Social media/website preparation	Social media/website update(Always on)
Scouting for cultural heritage training program and documentary	Runway Preparation	Social media content regular release
March	April	May
First cultural heritage exhibition launch at 27 Old Bond Street(London Flagship)	Cultural heritage exhibition at 27 Old Bond Street(London Flagship)	Cultural heritage exhibition at 27 Old Bond Street(London Flagship)
Announce Alexander McQueen award and scholarship	Announce cultural heritage preservation programs.	Art education program announced
Start filming tradition with fashion innovation documentary Ep.1	Announce fashion start-ups support programs	Podcast Preparation
Location scouting for future exhibitions (always on)	Student forum in Central Saint Martins	Semi-annual sustainability report release
Social media content regular release	Social media content regular release	Social media content regular release

Marketing Plan

One Year Marketing Plan Pt.2

June	July	August
Campaign review	Collaborate educational program summer camp	Collaborate educational program summer camp
Award/scholarship open for application	Documentary Ep.1 release	Cultural heritage exhibition in NYC
Fashion start-ups support programs open for application	Cultural heritage exhibition in NYC	Cultural heritage preservation programs
Participate in Kering Group's podcast episode	Cultural heritage preservation programs	Social media content regular release
Social media content regular release	Social media content regular release	
September	October	November
Award/scholarship winner reveal and showcase(Always on)	SS25 Runway	Campaign conclusion
Fashion start-up supporting program winner reveal and showcase(Always on)	Student forum at FIT	Release semi-annual sustainability report
Documentary Ep.2 release	Award/scholarship winner showcase(Always on)	Award/scholarship winner showcase(Always on)
Social media content regular release	Fashion start-up supporting program winner showcase(Always on)	Fashion start-up supporting program winner showcase(Always on)
	Social media content regular release	Social media content regular release

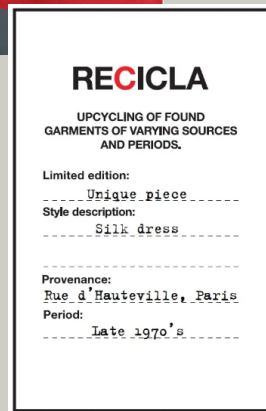
From **December to April**, the campaign kicks off progressively. The spotlight will be on the exhibition hosted in Alexander McQueen's London flagship store. This phrase also marks the announcements of different programs. Our documentaries and semi-annual sustainability report are also in progress. Also, it's time we host our first forum in the globally-renowned art institute Central Saint Martins, to have a face-to-face conversation with the next generation of fashion and art.

May to September is the highlight of the year. After our half-year campaign review, the summer months are set to celebrate and nurture future talents through awards, scholarships, and educational programs. And it is the time for our first cultural heritage preservation program and the release of the documentary. Furthermore, our first semi-annual sustainability report will be published.

As the year winds down to **October**, it's time to conclude the year. After the SS25 runway, we'll meet future talents in FIT in New York. And then, the year ends in **November** with our second sustainability report

Competitor

Benchmark: Margiela's Recicla



Maison Margiela, the French house invented its sustainability concept called Recicla. Recicla, which is the Italian for “recycle” demonstrates the brand’s push towards sustainability by upcycling vintage garments and materials. Each ‘Recicla’ item bears a special label indicating its origin.

The ‘Recicla’ initiative was progressively integrated into Maison Margiela’s offerings. Since the FW20 collection, pieces from the ‘Recicla’ line have been featured in every subsequent collection. This approach not only demonstrates Margiela’s sustainability practice but also seamlessly aligns with the brand’s reimagination fashion approach.

However, while the campaign only emphasizes recycling and up-cycling to minimize waste, its limited availability raises a concern. The question is the scale of Recicla and the potential impact it can eventually have on a broader scale.



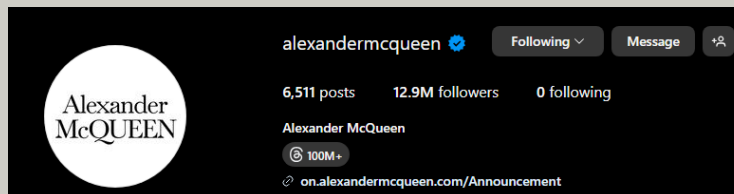
Competitive Advantages

“Love Meets Tomorrow” and “Recicla” represent the sustainability commitments of Alexander McQueen and Maison Margiela respectively. Each campaign offers its unique approach, but there are distinctive advantages that “Love Meets Tomorrow” holds over “Recicla”.

While “Recicla” is commendably focused on upcycling and recycling, “Love Meets Tomorrow” adopts a broader ESG approach. Such strategies allow the campaign to resonate with a wider audience, tapping into various facets of sustainability and societal responsibility.

The cultural and educational emphasis of “Love Meets Tomorrow” sets it apart from “Recicla”. It can create deeper emotional connections, especially with those audiences who value heritage preservation and educational promotion.

Additionally, the backing of the Kering Group further enhances the credibility of “Love Meets Tomorrow”. Given Kering’s established record in ESG practices, this alliance augments the campaign’s trustworthiness.



ESG Analytics

The “Love Meets Tomorrow” campaign, at its core, is about enlightening and engaging. By hosting exhibitions in major fashion cities and rolling out documentaries about cultural traditions and crafting techniques, Alexander McQueen elevates customer awareness. It showcases how the brand intertwines cultural heritages with its innovative designs.

The active sourcing of fabrics and techniques from heritage workhouses and artisans echoes McQueen’s dedication to authenticity and sustainability. With the introduction of artificial leathers in the collections, McQueen sends a clear message about its move towards eco-conscious fashion. The brand isn’t just adapting to modern sustainable practices; it’s weaving them into its DNA, ensuring a minimized carbon footprint.

Furthermore, transparency decides the campaign’s success. By releasing semi-annual sustainability reports, McQueen allows a peek behind the curtains, emphasizing credibility and commitment to its environmental goals. This approach not only builds costume trust but also demonstrates the brand’s promise of its sustainable journey



ESG Analytics

Awareness

- Monthly website visits increase by **80k**
- **300+** daily visit for first exhibition
- **3000+** Podcast listeners
- **10k+** sustainability report view
- **5%** CO2 reduction
- **-5%** website bounce rate

Consideration

- **+15s** avr website visit duration
- **+0.5** pages per visit
- Instagram followers increase by **50k**
- **100k** views of cultural preservation documentaries
- **5** looks of SS25 collection use artificial leather

Purchase

- **5%** increase on sales
- **0.5%** increase on conversion rate
- Engage **10k+** new customers
- **20%** purchase from customers under 30

Retention

- **10%** return rate of art education students
- **5%** increase on customer returning rate
- **35%+** repeat purchase rate
- **20%** repeat purchase rate on artificial leather products

Advocacy

- **5k+** applications for award/scholarship/start-up support.
- **50+** threads narratives from those supported by Alexander McQueen's programs
- **500+** comments on each ESG related social media content
- **20%** student increase in art education programs

Appendix

ESG Initiatives

THE NEW FASHION SYSTEM

Crafting Tomorrow's Luxury

"Luxury and sustainability are one and the same." Reflecting this deeply held conviction of François-Henri Pinault, sustainability is at the heart of Kering's strategy as much as its creative and modern vision of Luxury. By the same token, it is an ethical necessity and a driver of innovation and value creation for the Group, its Houses, and its stakeholders.

SOCIAL & ENVIRONMENTAL RESPONSIBILITY

LVMH has made sustainable development a strategic priority since its founding.

The Kering Group, LVMH group, and OTB group each have their own ESG initiatives. Among them, Kering has the best website structure to showcase its efforts. It also has the best transparency, demonstrating its effort on the website with numbers and visuals. Kering has broken down its 2025 sustainability into phases and published its efforts and the end of a period.

LVMH while focusing on reducing emissions, has emphasised its care for each individual that works for the group. From employees to runway models, LVMH has inclusive programs to care for everyone.

OTB Group's strategy is "Be Responsible, Be Brave", it aligns with the group's core value. Its strategy concentrates on fabric sustainability and transparency. It also takes a big effort for the community's well-being

Appendix

Alexander McQueen website update

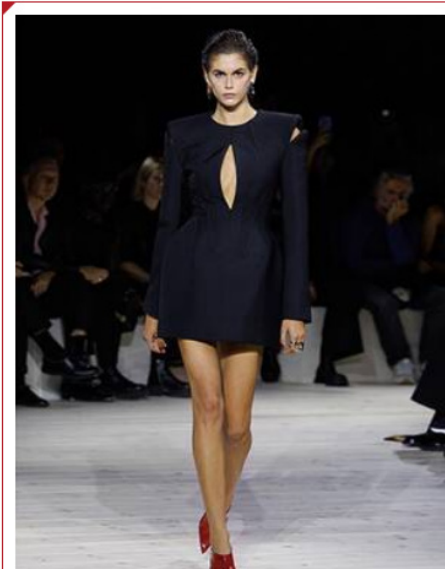
Articles

SHOWS

STORIES

LOOKBOOKS

CAMPAIGNS



UNLOCKING STORIES

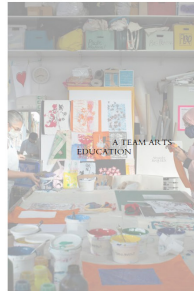
Creative community is at the heart of Alexander McQueen. Sarah Burton introduced her vision of open access installations and collaborative education at Alexander McQueen in January 2009, opening the free installation space in the London flagship store with a purpose to offer insight into the research, expertise and unique interdisciplinary working processes of the house.
Building on this idea of creative community, the continual development of the educational programme of workshops and initiatives is designed to encourage equal opportunity, provide practical support and inspire students, young people and communities throughout the UK and globally.



ALEXANDER MCQUEEN
IN WALES



27 OLD BOND STREET



A FEAST ARTS
EDUCATION



WORKSHOPS &
PROGRAMMES

Alexander McQueen has done a really good job to develop its website. The website design aligned with the brand's aesthetic. And there are pages that particularly showcase McQueen's events, campaigns and collaborations. In "Love Meets Tomorrow" campaign, more contents will be updated to McQueen's "Unlocking Story" and "World of McQueen" page.

Under "World of McQueen", there will be a new tag that links to the page that demonstrates McQueen's ESG initiatives as well as sustainability reports. And to access to Alexander McQueen award/scholarship/start-up support content, there will also be a new link that leads to the program page. After the winners are revealed, their work will also be showcased on that page

Resources

<https://www.alexandermcqueen.com/en-us>

Vogue.com

WGSN.com

<https://www.instagram.com/alexandermcqueen>

<https://seeklogo.com/vector-logo/472561/burberry>

<https://logowik.com/loewe-vector-logo-5329.html>

<https://www.kering.com/en/sustainability/safeguarding-the-planet/biodiversity-strategy/>

<https://laboutik.com/blogs/blog/recicla-by-margiela>

<https://www.sustainabilityreport.otb.net/2022/en/>

<https://www.kering.com/en/sustainability/fashion-our-future-podcast/>

<https://www.sustainabilityreport.otb.net/2022/en/>

<https://thetigerparty.com/en/works/Alexander%20McQueen>

<https://www.otb.net/en/social-responsibility/index.html>

<https://www.kering.com/en/sustainability/measuring-our-impact/our-ep-l/why-develop-an-ep-l/>

<https://www.instagram.com/maisonmargiela/>

<https://www.instagram.com/alexandermcqueen/>

<https://www.numero.com/fr/mode/maison-martin-margiela-john-galliano-ligne-recicla-replica-upcycling>

<https://www.alexandermcqueen.com/en-us/27oldbondstreet-2-roses>

<https://www.alexandermcqueen.com/en-us/a-team-arts-education-3>