Alexander McQueen suspends its McQ line

By Dominique Muret  -  25 June 2022

As many labels have done over the past few years, such as Valentino which recently discontinued its Red Valentino line, destined to disappear in 2024, Alexander McQueen is now considering putting an end to its secondary line, McQ. The brand owned by the Kering group, which is also working on opening its largest store in Paris, has for now suspended McQ's activity.
The news reported by Vogue Business was confirmed by the brand as follows: "As the fashion market is rapidly changing, Alexander McQueen and Kering are evaluating the future of McQ as a company in its present form. Therefore, business operations have been suspended for the time being. The company will stand by McQ employees during this period until a conclusion is reached."

The line was launched in 2006, focusing on denim and an informal wardrobe to expand Alexander McQueen’s customer base, which has been led since 2010 by creative director Sarah Burton. The line was initially under the license of Italian manufacturer Sinv, but production and distribution were brought in-house in 2010, while styling has been entrusted to a creative collective in the last two years.

In 2012, the label organized its first fashion show and opened its own store in London, moving upmarket and enriching its product range to offer a product closer to the parent line. Considered at the time as a growth driver for Alexander Mcqueen, McQ did not seem to have delivered the expected results.

At the same time, the company, building on the success of its main brand Alexander McQueen, has accelerated its development in recent years, becoming one of the Kering group’s heavyweights behind Gucci, Saint Laurent, Bottega Veneta and Balenciaga. According to analysts, its turnover is between 700 and 800 million euros.

Since May, Alexander McQueen has been led by new CEO Gianfilippo Testa. It is currently building a new flagship store in Paris, which should be established next year not far from its current store at 275, rue Saint Honore, making it the brand’s largest store, according to our sources.

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