

ALEXANDER MCQUEEN'S STORE HAS A STUDY SPACE FOR STUDENTS

By Livvy Houghton and Holly Friend

11 : 02 : 2019 Youth : Culture : Fashion



London – The Mayfair flagship store devotes an entire floor to the next generation of fashion designers.

Now open on Old Bond Street, the **Alexander McQueen** store includes a space that is open to both British and international fashion students to study in and create garments. The floor also includes archive pieces by McQueen and current designer Sarah Burton, which have been included as inspiration.

In addition, the space will host a series of talks, workshops and rotating exhibitions. 'Traditionally, the top floor of a luxury store is very exclusive,' says CEO Emmanuel Gintzburger. 'Here, we wanted to make it inclusive, breaking the rules and turning the pyramid upside down. Our top floor will be a creative space, where we want design and fashion communities to learn, discover and share.'

As more international young people seek education abroad, the **student demographic is changing**, and luxury brands are finding inventive ways to **support their learning**.