

01 / THE HOUSE STORY

The people. The point of view.



THE BEGINNING

Alexander McQueen

Alexander McQueen was founded in London in 1992. The founder’s Savile Row training shaped the house’s precision tailoring and dramatic approach to proportion and silhouette. Gucci Group acquired 51% of the brand in December 2000; Kering’s current house chronology marks 2001 as the year Alexander McQueen joined the group. After the founder’s death in February 2010, the unfinished Fall/Winter 2010–11 collection was completed by the womenswear studio led by Sarah Burton. Burton was appointed Creative Director in May 2010 and led Alexander McQueen through Spring/Summer 2024. Seán McGirr was appointed in October 2023, joined the house in December, and debuted for Fall 2024.

FOUNDED

1992

ORIGIN

London, England

WHY THE DETAILS MATTER

Modern McQueen clothing and accessories use style/product references that can be matched to official or retailer listings. Treat the reference as a model identifier; verify that description, color, material, hardware and season agree with the physical item. Historical pieces can use different care-label layouts and production references. Before 'decoding' anything, identify what kind of identifier it is: RN/business ID, style/article number, size code, supplier/production reference, serial, date mark, season code, inventory barcode, RFID/NFC or digital passport. Different identifier types answer different questions and are not interchangeable.

Research and catalog observations are distinct. See the linked sources in this guide. Dates describe the cited records; a last recorded year does not establish a line closure.

An independent educational guide by Sui Generis. Unaffiliated with the featured designer; these references cannot establish an individual item’s authenticity.

Names, lines & relationships

|                                                                                                                                                                  |                        |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| <div>Alexander McQueen Mainline</div> <div>Parent house / luxury mainline</div> <div>Women’s and men’s ready-to-wear, shoes, bags, accessories and jewelry</div> | <div>1992</div>        |
| <div>McQ</div> <div>Contemporary diffusion / secondary line</div> <div>Contemporary women’s and men’s clothing, denim, footwear and accessories</div>            | <div>2005 — 2022</div> |

Parent House → Alexander McQueen mainline; secondary line → McQ (licensed from 2005, in-house from Spring 2011, suspended in 2022).

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03 / SELECTED MILESTONES

A story in chapters

|      |                                                                                                 |
|------|-------------------------------------------------------------------------------------------------|
| 1992 | <div>Alexander McQueen</div> <div>House origins · Alexander McQueen</div>                       |
| 1992 | <div>Alexander McQueen Mainline</div> <div>Line / house introduction in the cited records</div> |
| 2005 | <div>McQ</div> <div>Line / house introduction in the cited records</div>                        |
| 2022 | <div>McQ</div> <div>Last year recorded here; not necessarily a closure</div>                    |

COLLECTION CONTEXT

Alexander McQueen was founded in London in 1992. The founder’s Savile Row training shaped the house’s precision tailoring and dramatic approach to proportion and silhouette. Gucci Group acquired 51% of the brand in December 2000; Kering’s current house chronology marks 2001 as the year Alexander McQueen joined the group. After the founder’s death in February 2010, the unfinished Fall/Winter 2010–11 collection was completed by the womenswear studio led by Sarah Burton. Burton was appointed Creative Director in May 2010 and led Alexander McQueen through Spring/Summer 2024. Seán McGirr was appointed in October 2023, joined the house in December, and debuted for Fall 2024.

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04 / A WORKED EXAMPLE FROM OUR CATALOG

## Read the label. Find the details.



### THE COMPLETE ITEM

## ALEXANDER MCQUEEN Size 8 Black Perforated Leather Lace Up Shoe

Marked size = the item's original label. As a US company, Sui Generis lists a US size comparison; use the relevant brand/category chart and actual measurements to check fit.

### THE LABEL / MARKING DETAIL



### 01 / WHAT YOU CAN READ

## ALEXANDER McQUEEN · VERO CUOIO · MADE IN ITALY · 43

### 02 / HOW TO USE IT

The outsole combines branding, a leather marking, manufacturing wording and size. Photograph the whole sole, then a close-up so each field stays in context.

### 03 / WHAT TO CHECK NEXT

Do not use an outsole leather marking as the composition of the whole shoe. Record the upper and lining separately and compare the printed 43 with the listing's measurements.

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SOURCES / SEPTEMBER 2026 EDITION

Research & image credits

Based on the existing Sui Generis guide research and credited references. Catalog photographs are Sui Generis images. Brand names identify the subject; this guide is independent and unaffiliated. Share complete sheets with their credits and a link to the guide.

- https://www.alexandermcqueen.com/en-de/cp/about-the-house

https://vintageclothingguides.com/tags-labels/how-to-tell-if-alexander-mcqueen-is-vintage/

https://www.kering.com/en/houses/fashion-and-leather-goods/mcqueen/

https://www.kering.com/en/news/alexander-mcqueen-take-up-full-control-mcq-label-next-stage-its-growth/

https://www.vogue.com/fashion-shows/designer/alexander-mcqueen

https://suigenerisconsignment.com/products/alexander-mcqueen-size-8-black-perforated-leather-lace-up

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SIZING / HOW TO READ OUR CATALOG

# Marked size & your US size

The marked size is the size printed on the item's original label. Sui Generis is a US company, so our catalog uses a US size comparison to help our customers shop. A US listing size may therefore differ from the number on the designer's tag; it does not change the item's original marked size.

## READ THE SIZING SYSTEM

FR or F means French; IT, I or ITA means Italian; JP means Japanese; UK or GB means British; US or USA means United States. D or DE means German. EU (or UE on some labels) denotes a European size where the relevant brand and category chart uses it. French and Italian clothing numbers are not interchangeable, and a manufacturing country does not identify a sizing system.

## JAPANESE & BRAND NUMBERED SIZES

Some Japanese designers use their own numbered sizes, such as 1, 2 or 3. These are brand sizes, not automatically US sizes or a universal Japanese conversion. Use the chart for the specific brand, line and item.

## MATCH THE CATEGORY. CHECK THE MEASUREMENTS.

When a tag prints several national sizes, retain the brand's own size table instead of substituting a generic conversion. Women's clothing, men's tailoring and footwear need different charts. Letter sizes, denim and accessories also need their own fit information. Compare the original marking, the relevant chart and actual measurements. Vintage fit, alterations and cut can change the fit; a US comparison is a guide, not a guarantee.

If the sizing system or original marking cannot be confirmed from the available photograph, we say so rather than assigning a country or inventing a conversion.

## REFERENCE READING

Nordstrom: designer clothing conversion reference

Maison Margiela: category-specific size guide

Yohji Yamamoto: measuring garments

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