

COMMERCE

Sarah Burton joins Givenchy as creative director

September 9, 2024



The English designer is best known for her role as the creative director of British fashion brand Alexander McQueen, a position she took over after the passing of the brand's founder in 2010. Image credit: Givenchy

By LUXURY DAILY NEWS SERVICE

French fashion label Givenchy is making a major announcement.

English fashion designer Sarah Burton has been appointed creative director, effective immediately. After spending 26 years total at British fashion brand Alexander McQueen, Ms. Burton is now tasked with carving out Givenchy's next steps and will share her debut collection for the house in March 2025.

"The arrival of Sarah Burton as head of our creative design is a very exciting moment for Givenchy," said Alessandro Valenti, CEO of **Givenchy**, in a statement.

"Her remarkable career path and creative vision have already won her a vast fan base, and we are certain that under her direction, Givenchy will continue to innovate and captivate an extensive audience across the world stage," Mr. Valenti said. "I eagerly anticipate the new creative energy Sarah will bring as she works alongside our outstanding teams in our exceptional workshops, and we embark on this new chapter in the history of Givenchy."

Next up at Givenchy

Best known for her role as the creative director of Alexander McQueen, a position she took over after the passing of the brand's founder, Lee Alexander McQueen, in 2010, Ms. Burton now enters new territory.

According to a statement from LVMH, the Manchester-born Central Saint Martins graduate will guide creative direction for all Givenchy women's and men's collections from here on.

"It is a great honour to be joining the beautiful house of Givenchy, it is a jewel," said Ms. Burton, in a statement.

"I am so excited to be able to write the next chapter in the story of this iconic house and to bring to Givenchy my own vision, sensibility and beliefs."

Givenchy announces the appointment of Sarah Burton as Creative Director, with immediate effect.

Sarah will be responsible for the creative direction of all of the Maison's Women's and Men's collections.

Her first collection will be presented in March 2025. [#SARAHBURTON](#) pic.twitter.com/fqVWAnoAkX

Givenchy (@givenchy) [September 9, 2024](#)

Ms. Burton amassed many accolades as she operated in her former role as creative director of Alexander McQueen.

She provided Kate, the Princess of Wales with the wedding dress that centered a high-profile marriage ceremony to Prince William which took place at London's Westminster Abbey royal church in 2011.

A year later, the Macclesfield-born designer was awarded an Order of the British Empire for her contributions to the region's fashion industry.

She now heads to Givenchy, claiming a post that American designer and previous creative director Matthew Williams departed last in December after a three-year stint with the renowned atelier ([see story](#)).



American designer Matthew Williams joined Givenchy in June of 2020. Image credit: Givenchy

For now, ahead of its next show, a [spring 2025 precollection](#) will be available in stores and online through Givenchy's site starting next month.

"Sarah Burton is an exceptional creative talent whose work I have passionately followed for many years; I am very glad that she is joining Givenchy today," said Sidney T oledano, chairman of the board at Givenchy, in a statement.

"Her unique vision and approach to fashion will be invaluable to this iconic Maison, known for its audacity and haute couture. I am convinced that her creative leadership will contribute to the future success and international standing of the maison."