



sky arts



DRESSX



GARY JAMES McQUEEN 'GUIDING LIGHT' DIGITAL FASHION SHOW IN AID OF MIND

On Sunday 25th April 2021 at 6pm GMT, Gary James McQueen, ex-Head of MW Textiles at the House of McQueen, will release his 1st digital fashion show "Guiding Light" to the future of fashion. This 8 minute film will be entirely digital, sustainable and feature 20 menswear and womenswear looks. Each runway design will be available to view, post show, in Gary James McQueen's virtual immersive showroom, produced by Moyosa Media and downloadable in Augmented Reality, before garments have been physically created.

See Gary's website here <http://www.garyjamesmcqueen.com>

The 'Guiding Light' event is In Aid of Mind, the leading mental health charity in England & Wales and being sponsored by Sky Arts and an Epic MegaGrant from Epic Games. This epic digital display by the visionary artist and designer will showcase Gary James McQueen's first stand alone collection in Unreal Engine, demonstrating his remarkable technical expertise along with his futuristic approach to fashion, digital innovation whilst promoting the benefits of creativity on our mental health.

For the first time ever, digital garments will be available for purchase straight off the Gary James McQueen runway through DressX, the world's leading E-commerce site solely for digital clothing. Enabling inclusivity in fashion in a way that has never been seen before. Customers will be able to choose digital items from the 'Guiding Light' collection, uploading pre-existing photos of themselves to DressX and have the image sent back to them, after purchase, wearing Gary James McQueen's latest design of their choice.

Gary James McQueen's digital fashion film will be accessible through his website and social media channels. On the 3rd May Sky Arts will broadcast a behind the scenes making of 'Guiding Light' and the fashion show.

Limited edition physical garments will be available to buy through Gary James McQueen's recent collaborations with a Yeezy Style T-shirt and facemask featuring the Vanitas Skull design from The Edit Man London and Jeaks featuring textile print, a sustainable jeans range in partnership with Graysey London.

For show updates via social media and his website: www.garyjamesmcqueen.com

For press enquiries contact: press@garyjamesmcqueen.com Tel: 07946 527238



ABOUT GARY JAMES MCQUEEN:

Gary James McQueen worked alongside his uncle (Alexander McQueen) and was employed as Head Textile designer for Alexander McQueen MRTW in 2005, he participated in their Fashion Shows across the globe but left the house of McQueen 2 years after his uncle's suicide. Gary James McQueen now has his own label, having recently collaborated with Faberge to produce a series of scarves, which sold out online. He contributed towards 'Savage Beauty' at the Met Museum and The V&A, designing the catalogue cover and a lenticular, which went on to be one of their best selling exhibitions to date. Gary and his mother Janet (Alexander McQueen's sister) also assisted in the making of McQueen the movie, both appearing in the film, with Gary designing the Official movie poster"

Gary James McQueen links:

Instagram <https://www.instagram.com/garyjamesmcqueenofficial/>

Facebook <https://www.facebook.com/garyjamesmcqueenstore>

Twitter <https://twitter.com/GaryJamesMcQuee>

YouTube <https://www.youtube.com/channel/UC58ma1SJVBb-HTJyyyANeFQ>

Kathleen Miles, Director of Fundraising at **Mind**, said: "We want to thank Gary for choosing to support Mind through his virtual fashion show, and highlighting our Infoline which provides confidential information and advice on mental health to anyone in need.

"Due to the ongoing Coronavirus pandemic many of us with mental health problems are facing new and difficult situations, so Mind needs your support more than ever. The money you give will help fund our Infoline, and legal helpline, as well as the campaigning we do to ensure that the one in four of us with a mental health problem gets a better deal."

Ilana Magar, Associate Producer "It is a privilege to work with Gary James McQueen on this important project which will highlight the ways in which digital technology can enhance fashion in a sustainable and engaging way. Our collaboration will demonstrate the limitless creativity made possible through use of state of the art technology. We are grateful to Moyosa Media, Epic Games and Sky Arts for their support and hope our virtual event, which will be freely accessible to all, will reshape the digital world of fashion and raise awareness of Mind."

ABOUT DRESSX

DressX is the biggest international digital fashion multi-brand store that carries digital fashion collections from the most well-known contemporary brands and 3D designers. Every year, the fashion industry produces over 100 billion items of clothing worldwide, three out of five pieces ending up in landfills within the same 12 months. DressX believes that some of these clothes don't need to be produced at all. Therefore, DressX offers the first-ever platform for digital garments - those which eliminate waste, reduce carbon footprint and the usage of chemicals.

In order to democratize the fashion industry, DressX gives every client an opportunity to digitally dress in the clothing they always wanted to wear. Customers are able to choose digital items from various designers that cost at least 10 times less than in physical retail. DressX provides a digital wardrobe for everyone.

Daria Shapovalova and **Natalia Modenova**, DressX co-founders: "We are very excited to partner with Gary James McQueen, bringing his revolutionary project to life in a digital space and creating a blueprint for the whole industry by shaping the future of fashion together. With his project created around the ideas of sustainability and psychological well-being, we are thrilled to have Gary James McQueen as the first fashion designer to create a fully virtual fashion show enabling his clients to digitally wear the innovative designs across multiple platforms with DressX."

ABOUT MIND

Mind, the mental health charity provides advice and support to empower anyone experiencing a mental health problem. They campaign to improve services, raise awareness, and promote understanding and won't give up until everyone experiencing a mental health problem gets both support and respect. www.mind.org.uk

Please note that Mind is not an acronym and should be set in the title case.

Mind has a confidential information and support line, Mind Infoline, available on 0300 123 3393 (lines open 9am - 6pm, Monday – Friday) For information and support on staying mentally healthy at this time, visit www.mind.org.uk/coronavirus

ABOUT SKY ARTS

As the UK's only dedicated arts channel, Sky Arts exists to bring more art to more people across the UK. By throwing open the doors to make the channel free to air, we want to increase access to and participation in the arts.

Offering something for everyone, whatever their passion, Sky Arts showcases the best of classical and popular music, theatre, opera, dance and the visual arts, as well as original drama and comedy.

ABOUT MOYOSA MEDIA

Moyosa Media is a digital agency with offices in Holland and the United Kingdom, which services a breadth of prestigious clients across the globe. Their forward thinking approach and technological expertise has earned them worldwide recognition and industry awards. Moyosa helps clients engage with audiences in a fun and effective way, where time and place become irrelevant in order to experience a brand.

Besides Moyosa's virtual production of the digital fashion show, the showrooms utilized in this fashion experience are built on Moyosa's new "Moyosa Spaces" concept.

Maikel Sibbald, Moyosa CEO and responsible for the project adds: "Moyosa Spaces was born out of the necessity for brands to showcase their products & collections in a realistic 3D setting, in a time where it is increasingly hard to reach people physically. By building our 3D showrooms into the browser, brands can offer an engaging digital brand experience in a cost-effective, scalable and innovative way, whilst preserving a high quality visual standard and reaching an incredibly wide audience"

WEBSITE LINKS

<http://www.garyjamesmcqueen.com/>

<https://www.mind.org.uk/>

<https://www.unrealengine.com>

<https://moyosamedia.com/>

<https://dress-x.com>

<https://www.theeditmanlondon.com/>

<https://graysey.com/>



Music Artist Celina Sharma wearing a Digital Garment by Gary James McQueen