

INTERNET

Alexander McQueen explores fashion's relationship to dance

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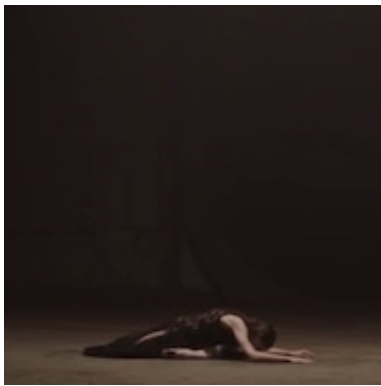


Image from Alexander McQueen's video "Pointe"

By KAYSORIN

Alexander McQueen is reasserting the connection between dance and fashion with a new video in collaboration with French ballet dancer Marie-Agnès Gillot for AnOther Magazine.

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There are many connections between the worlds of ballet and high fashion as both art forms focus on the beauty of the human body and how to accentuate it. Collaborating with artists from other industries can help brands remain artistically relevant and reach a wider audience.

“Regardless of the style, fabrication, etc., fashion, like ballet, is about movement and making a statement in terms of place and time,” said Kimmie Smith, co-founder/creative director of [Accessory2](#), New York. “McQueen’s lines are nothing but statements that are editorially driven.

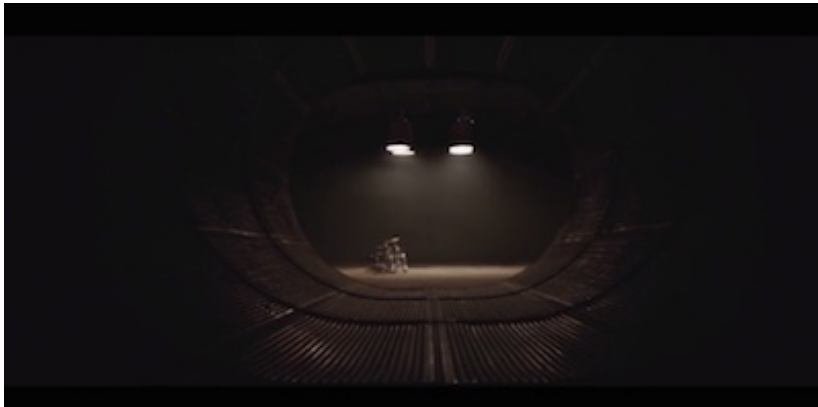
“As the designer for ballet costumes, it takes his pieces to another level through performance as it is a stunning and sophisticated match to compliment this form of dance. To truly see the garment through the extensions of ballet is the perfect synergy.”

Ms. Smith is not affiliated with Alexander McQueen, but agreed to comment as an industry expert.

Alexander McQueen was unable to respond by press deadline.

On point

The video is titled *Pointe* and is a part of the new “Movement” series that *AnOther Magazine* recently introduced. The series will consist of film collaborations between fashion designers, choreographers and directors and will highlight the relationship between fashion, dance and video.



The setting is bleak and industrial, contrasting the elaborate choreography

Pointe was choreographed and performed by Marie-Agnès Gillot, a French ballet dancer who dances for the Paris Opera Ballet and has previously worked with French atelier Celine. Ms. Gillot dances alone in the video, performing in an industrial setting in front of drummer George Barnett from the British band *These New Puritans*.

The video opens with shot of a long, industrial corridor leading up to an empty room with with a drum set. It cuts to show Ms. Gillot’s feet as she walks on pointe in a floor-length, lace Alexander McQueen dress.



Ms. Gillot performs a beautiful and demanding routine

Ms. Gillot slowly approaches the drum set and lowers her body into a full split in front of it. The lace dress is see-through, and her legs are visible through the fabric as she eases towards the ground.

Mr. Barnett enters and slowly begins to play the drums while Ms. Gillot dances in front of him. The dress highlights her muscular body as she performs a complex routine.



The video shows off the complex lace detail on the dress

“Seeing a McQueen garment is an experience that is transcendental,” Ms. Smith said. “Seeing it on a runway, red carpet or gallery is nothing compared to seeing the brand's intricate work in extended and constant movement.

“Seeing the pieces in this way will not only showcase the craftsmanship but showcases how the pieces are truly a lifestyle brand.”



The collaboration highlights the relationship between fashion and dance

Just dance

Alexander McQueen is not the first brand to highlight the connection between fashion and dance. Recently the Italian fashion label Bottega Veneta brought its spring/summer 2015 collection to life in a film project created with the help of dancers and artists.

For “Emotion of Sound,” the brand gave a group of creatives carte blanche to take ambient noise from its atelier and craft a visual story around it. The film intended to “emotionally engage and indulge the senses” of Bottega Veneta’s audience ([see story](#)).

Other industries have also examined their relationship to dance. For example, Switzerland’s Vacheron Constantin explored the similarities between watchmaking and choreography with a short film that debuted April 19 at the Tribeca Film Festival in New York.

Vacheron’s film, “Mastery of Movement,” took viewers behind-the-scenes of the watchmaker’s Geneva factory and the ballet to highlight the passion and precision involved in these arts. Mastery of Movement also included footage from “Ballet 422,” a documentary film about the New York City Ballet, a premiere that was anticipated among

film festival attendees ([see story](#)).

Alexander McQueen's video *Pointe* takes the relationship between fashion and dance to a new level by creating a unique work of art about the subject. AnOther Magazine was the ideal partner for this collaboration.

"AnOther Magazine is all about the fusion of movement as it pertains to fashion, music and beauty," Ms. Smith said. "It is a magazine that makes a statement and curates them to their discerning reader.

"The McQueen alignment is a mutual aesthetic that fits perfectly while continuing to surprise the demographic that enjoys this magazine."

Final Take

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