

APPAREL AND ACCESSORIES

## Alexander McQueen pays homage to Scottish landscape in fall advertising

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*Alexander McQueen autumn/winter 2016 campaign*

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By STAFF REPORTS

British fashion label Alexander McQueen is framing its autumn/winter 2016 collection against the rugged terrain of the Shetland Islands.

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For this advertising campaign, creative director Sarah Burton tapped photographer Jamie Hawkesworth and creative agency M/M Paris. The resulting images capture a feeling of adventure and youth while honoring McQueen's legacy of natural inspirations.

### Highland tour

Model Mica Arganaraz stars in the campaign. The model's curly mop of hair billows in the breeze as she stands on a rocky coast or beside a partially demolished brick house in long gowns.



*Alexander McQueen autumn/winter 2016 campaign*

A trio of young models accompanies Ms. Arganaraz in the shots, standing still with their faces obscured by their long hair.

Setting the scene for consumers, McQueen shot a series of short videos, which survey the landscape.

One captures the green coastline, with the sounds of birds squawking in the background. The ambient noise of the scene enables the viewer to place themselves in the footage.

Another takes a drive down a winding road in the dark. As the lines on the road create a graphic display, the viewer hears a girl talking about daydreaming in voiceover.

As a constant source of inspiration for the house, nature played a part in McQueen's recent foray into fragrance.

British fashion label Alexander McQueen is traveling the world for flowers that #BloomAtNight with the launch of its first fragrance with Procter & Gamble Prestige Beauty.

The brand teased the fragrance extensively on social media channels, especially Facebook and Instagram, through images and a minute-long video on its fragrance microsite. A strong, consistent marketing campaign is essential in helping new fragrances stand out in a crowded marketplace ([see story](#)).

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