

FRAGRANCE AND PERSONAL CARE

Alexander McQueen breathes life into #BloomingAtNight effort at Saks

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Alexander McQueen Parfum's windows at Saks Fifth Avenue

By STAFF REPORTS

British fashion label Alexander McQueen has brought to life its night-blooming vision at Saks Fifth Avenue's New York flagship to promote its fragrances exclusive to the department store.

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Alexander McQueen recently launched its first scent, McQueen Parfum, under a licensing agreement with Procter & Gamble Prestige Beauty and creative direction from Sarah Burton, the house's creative director. Prior to its spring debut, Alexander McQueen fragrances were produced by YSL Beauty, but had been discontinued since 2008 ([see story](#)).

Bountiful, haunting blooms

To promote its reentry into the fragrance category Alexander McQueen worked with Saks to develop six window displays. In the United States, Saks is the exclusive retailer for Alexander McQueen's \$395 McQueen Parfum and \$115 McQueen Eau de Parfum.

The Saks' windows are designed to "bring to life a night-blooming vision of beauty and fashion" and include more than 600 flowers. To achieve this, the windows blend artistry and craftsmanship through displays that incorporate both mechanical and digital elements.

Alexander McQueen has also incorporated its "Obsession" print from its autumn/winter 2016 collection to present a full brand narrative for passersby.



Alexander McQueen's Obsession print, autumn/winter 2016

The windows include three themes. "Nocturnal Obsession," for example, includes vintage acrylic perfume and Alexander McQueen fragrance bottles, LED-screened moths that fly around the display and handbags suspended from three-dimensional pearls.

Alexander McQueen's "Eye Motif" display features an LED-screen backdrop with large eyes that blink at random and move slightly. Included in the window pane is a large factice bottle of McQueen Parfum as well as a look from the brand's autumn/winter collection.

Lastly, the brand developed the "Fragrance Motif" concept for its windows at Saks. This window is dedicated to the McQueen Parfums' concept of "night-blooming."



Alexander McQueens' #BloomingAtNight campaign

The display features black lacquered trees and ivory glass-cut flowers with bottles of varying sizes sitting on the branches. Overhead lighting creates an optical blooming effect.

Alexander McQueen's window display for McQueen Parfums will be on view at Saks through Sept. 26.

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