

APPAREL AND ACCESSORIES

Alexander McQueen draws from Iceland's extremes for fall

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Image from Alexander McQueen's autumn/winter 2017 campaign. Image credit: McQueen

By STAFF REPORTS

British apparel and accessories label Alexander McQueen is transporting consumers to Iceland in an advertising campaign that references an inspiration closer to home.

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The brand's collection for the autumn/winter 2017 season paid homage to Cornwall, a county in England with similar topography to Iceland. Going on location for ad efforts allows brands to inspire wanderlust in their audience, helping to build a dream around the products featured.

On location

McQueen's ad campaign juxtaposes the indoor and outdoor in different shots. Photographer Jamie Hawkesworth, who also lensed the brand's spring/summer 2017 campaign as well as its autumn campaign last year, captured model Rianne Von Rompaey in scenes that play up the warmth or harshness of a home or the rocky terrain.

Color portraits of the model find her posing near windows with light pouring in. In these images she wears colorful attire with texture.



Image from Alexander McQueen's autumn/winter 2017 campaign. Image credit: McQueen

Images captured outside are seen in black-and-white, with the coastal shots finding the model in sharp suiting and menswear-inspired looks.

McQueen described the campaign's location as having a "duality between the rugged and the romantic."

Alexander McQueen Autumn/Winter 2017 Film

Picking a destination-driven concept for campaigns can bring a new perspective to marketing efforts.

U.S. fashion label Michael Kors is decamping for London in its fall/winter 2017 advertising campaigns.

The efforts for the brand's ready-to-wear, diffusion and menswear brands all take place in the British capital, depicting models in travel diary-style photographs. With travel a central interest of the label's eponymous designer, the brand frequently looks to destination-driven campaigns to promote its apparel and accessory lines ([see story](#)).