

APPAREL AND ACCESSORIES

McQueen sets fall campaign in San Francisco

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Alexander McQueen fall/winter 2018 campaign. Image credit: Alexander McQueen

By STAFF REPORTS

British fashion label Alexander McQueen is capturing the fluidity between individuals and their environment in a nature-driven advertising campaign.

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Photographed by Jamie Hawkesworth, the brand's fall/winter 2018 campaign depicts models as they appear to emerge from their environments in San Francisco. Free-spirited in tone, McQueen's effort explores themes including self expression and metamorphosis.

California dreaming

For fall/winter 2018, McQueen cast a trio of faces it has worked with in the past: Shanelle Nyasiase, Vittoria Ceretti and Rianne van Rompaey.

Ms. Nyasiase stands in front of the Golden Gate Bridge in a hot pink gown, while Ms. van Rompaey wears a red fringe outfit as she seems to sprout from the ground alongside the water.

Mr. Hawkesworth shot Ms. Ceretti as she crouches inside San Francisco's Coit Tower. Other shots show models standing atop the city's steep hills or posing outside.



Alexander McQueen's fall/winter 2018 campaign. Image credit: Alexander McQueen

The campaign was art directed by M/M Paris.

Last year, Alexander McQueen transported consumers to Iceland in an advertising campaign that referenced an inspiration closer to home.

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 ([see story](#)).

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