

APPAREL AND ACCESSORIES

## Alexander McQueen and the art of upcycling fashion

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*Upcycling is core to Alexander McQueen's operating philosophy. Image courtesy of Alexander McQueen*

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By LUXURY DAILY NEWS SERVICE

How does Kering fashion house Alexander McQueen handle upcycling in an industry that has come under fire for waste and extravagance?

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The answer is straightforward: by reworking fabric in its archives. And there is an art and science to it, as explained by the **McQueen** brand:

Alongside the House of Alexander McQueen's commitment to keeping traditional skills, crafts and communities alive sits upcycling: the reworking of textiles including jacquards, silks, lace and more from stock fabric held in the archives.

Oyster-frill ruffles come in recycled ivory jacquard, lace, organza and tulle and line sharply tailored jackets or finish the exploded sleeves and delicately frilled bodices and asymmetric skirts of dresses.

Built around gentle cotton tulle corset bases, garments peel away from the body and tremble as the woman wearing them walks. These are heirloom pieces, designed to be cherished and passed down through generations: heritage textiles and silhouettes loved, restored, renewed.

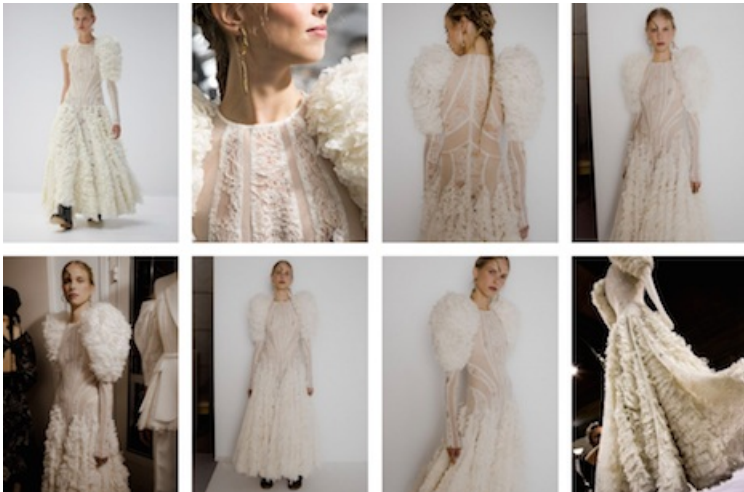


Look 33. Image courtesy of Alexander McQueen

### Look 33

A paneled dress in ivory lichen lace, cotton tulle and washed organza with oyster ruffle sleeves and skirt.

The fabric for this dress is reworked from materials from past collections: lichen lace (autumn/winter 2017), fine cotton tulle and ivory washed silk organza from fabric stock.



Look 33. Image courtesy of Alexander McQueen

There are seven sizes of ruffles in a gradual gradient of scale ranging from 2-9cm. The circles are hand-stitched in evenly spaced layers of lace, organza and cotton tulle.



*Look 33. Image courtesy of Alexander McQueen*

The ruffles on the godets of the skirt are sewn in large waved lines. Once completed, the godets of the skirt were washed by hand, subtly broken down.



*Look 33. Image courtesy of Alexander McQueen*

There are approximately 3,000 hand-cut circles in this dress, and a total of 80 meters of lace and tulle.



*Look 40. Image courtesy of Alexander McQueen*

Look 40

A slashed tailored jacket with an extended tail drape in black wool silk with an exploded oyster ruffle lining in silk jacquard, washed organza, taffeta and lace reworked from past collections and black wool silk peg trousers.



Look 40. Image courtesy of Alexander McQueen

The ruffles were sewn into curved lines along the jacket tail, which was cut in black wool silk. The hand-cut exploding ruffles were left loose to trail from the jacket tails.



Look 41. Image courtesy of Alexander McQueen

#### Look 41

An oyster dress in recycled silk jacquard, lace, washed organza and tulle with a draped asymmetric skirt and cotton tulle corset base.



*Look 41. Image courtesy of Alexander McQueen*

The cascading fabrics cut and reworked into oyster ruffles for this dress were chosen from past season collections: ivory floral lace (spring/summer 2016), pale gold Venus shell and scallop silk faille jacquards (spring/summer 2019 pre-collection), washed organza and taffeta in shades of ivory and calico from fabric stock.



*Look 41. Image courtesy of Alexander McQueen*

The silk jacquards, lace, organza and taffeta were cut into three differently sized circles that spiraled into ruffles and were then stitched down in curved lines: the smaller ruffles were applied to the corset, graduating to a mix of medium and large ruffles on the skirt.

All of the circles of fabric were cut by hand as economically as possible, to utilize the remnant stock fabrics.

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