

APPAREL AND ACCESSORIES

Alexander McQueen revisits familiar themes in fall/winter campaign

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Anok Yai for Alexander McQueen F/W 2020. Image courtesy of Alexander McQueen

By LUXURY DAILY NEWS SERVICE

British fashion house Alexander McQueen is revealing its fall/winter 2020 collection in an elegant and edgy campaign.

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The effort stars models Anok Yai, Sora Choi and Jill Kortleve, with a film by Masha Vasyukova and photographs by Jamie Hawkesworth. The vignette and images juxtapose architectural dresses, jackets and handbags against an environment that is both rural and industrial.

McQueen motifs

As the film begins in black-and-white, the women are seen walking on their own in a field alongside a warehouse. Train tracks and power lines are seen in the background.

Then in one shot, the film changes to color with golden tones that contrast with the rich, dark colors of the clothing. The sun is seen setting, and the film switches back to black-and-white as it ends.

Alexander McQueen enlisted Masha Vasyukova for another fall/winter campaign

An electronic song, "At First Sight" by Daniel Avery & Alessandro Cortini, adds to the soothing but eerie feel of the campaign.

The effort evokes last fall's Alexander McQueen campaign, during which Mr. Hawkesworth and Ms. Vasyukova worked with supermodel Kate Moss. Both campaigns play with romantic and industrial motifs and were art directed by M/M Paris.

In the 2019 film, Ms. Moss leisurely walks through a field and a fabric mill in creative director Sarah Burton's designs. Occasionally, she pauses to turn and look directly at the camera, making the viewer feel as though he or she is there with her ([see story](#)).

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