

APPAREL AND ACCESSORIES

Alexander McQueen goes full punk in cinematic film

March 2, 2022



Alexander McQueen's new Jewelled Satchel is the star of the show alongside musician Lucia Fairfull. Image courtesy of Alexander McQueen

By KATIE TAMOLA

British fashion label Alexander McQueen is making rock 'n' roll glamorous in a new short film featuring the new Jewelled Satchel collection.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

The vignette is a chic adventure following musician Lucia Fairfull as traverses her hometown of Glasgow. Shot by award-winning British director Sophie Muller, the satchel steals the show, as it accompanies the musician everywhere in its edgy, shiny black iteration complete with a silver metal four-ring closure and crystal-studded skull.

"This campaign is a mix of surrealism, psychological thriller, and David-Lynch-esque type of cinematography," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "It seems that Sophie Muller, the film's director, is creating a piece that speaks to the Alexander McQueen brand's heritage while also exploring her own influences from British cinema.

"It is a piece filled with codes, either McQueen's brand symbols and general performative type of fashion or Muller's gentle nod to the Britishness of this particular genre of film," she said. "It is successful in evoking both of these traditions even for viewers who are not well versed in either of these languages."

Strutting through Glasgow

The vignette, the first in a new series from the label, opens with an intense feel as Ms. Fairfull walks down a cobblestone street, set to an eerie soundtrack and filmed in black and white. The shot then transitions to close-ups of the four-ring closure and crystal-studded skull.

Ms. Fairfull eventually arrives at an undisclosed location, sitting in a booth before putting her head down on her satchel. More closeups show Ms. Fairfull's face and her clutching the bag.

Lucia Fairfull is on an adventure with her satchel

What continues is different shots of Ms. Fairfull reclining on a leather sofa, pushing the satchel forward and more. She then begins running and arrives at a diner.

While drinking a cup of coffee, suddenly the shot turns to color, crafting a clear juxtaposition of Ms. Fairfull's red nails with the black satchel.

Shots are continuously spliced together of Ms. Fairfull in different places, her different facial expressions, holding the satchel in disparate ways. The film ends at The Barrowland Ballroom, where the singer performs with her band, Lucia and the Best Boys.

The artistic vibe and black and white shots are indicative of the Grammy-winning director's style.

Ms. Muller has directed several music videos, having worked with famous artists including Eurythmics, Sinad O'Connor, Selena Gomez, Maroon 5 and Gwen Stefani.



Ms. Fairfull poses with the new satchel. Image courtesy of Alexander McQueen

The vignette's feel is that of a thriller or horror movie, with unpredictable and dramatic shots that maintain a high-fashion feel. The ethos mellifluously aligns with that of Alexander McQueen.

"Apart from the details that are brought into focus to reinforce the codification of the brand, the images created by Muller are beautiful and powerful, in certain instances even dreamy," Dr. Serdari said.

Inviting edginess

Alexander McQueen is not one to shy away from an effective black-and-white shot or a feel of edginess. Transition to color and quick, stylish shots speak to the brand's recognized marketing methods.

In August 2020, the brand revealed its fall/winter 2020 collection in an elegant and edgy campaign. The brand released a film beginning in black-and-white, where 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 ([see story](#)).

Last summer, in yet another artistic and daring push, Alexander McQueen debuted its newest Graffiti graphic through a global art-inspired, out-of-home effort.

The campaign was launched guerrilla-style in 12 cities around the world: New York, Los Angeles, Miami, London, Paris, Milan, Shanghai, Beijing, Hong Kong, Seoul, Tokyo and Dubai ([see story](#)).

The Jewelled Satchel is available in several colorways including black, emerald, cerulean, neon pink and more. Alexander McQueen's latest film promoting the collection reflects house codes and its rock 'n' roll adjacent style the brand is known for.

"Alexander McQueen the brand, stands for singularity, edginess, avant-gardism and a little bit of a punk undertone that unveils the harshness of life," Dr. Serdari said. "These are all present in Muller's film and clearly reflect the brand's ethos."

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.