

APPAREL AND ACCESSORIES

## Alexander McQueen explores the creative process through varied perspectives

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*Marcela Correa was inspired by Alexander McQueen via papier-mâché, magazine pages and epoxy. Image courtesy of Alexander McQueen*

By NORA HOWE

British fashion house Alexander McQueen is showcasing the dynamic nature of fashion design and artistry through the perspectives and journeys of 12 artists.

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Inspired by creative director Sarah Burton's fall/winter 2022 women's precollection, each artist selected a look from the collection and, with complete artistic freedom, was asked to express their own personal creative process. Founded on the exchange and development of creative ideas, the dynamic project has resulted in an engaging dialogue among artists, designers and audiences.

"I wanted to engage in a new creative dialogue with the collection this season and see how the artists interpreted the work that we created in the studio," said Sarah Burton, creative director of **Alexander McQueen**, in a statement.

"It's been very interesting to see how creativity has sprung from so many different perspectives, and the outcomes that have been varied and beautiful," she said. "We wanted the artists to have total freedom to respond to the looks, creating bold and thought-provoking conversations with their works."

### The process

For the project, Alexander McQueen enlisted a group of 12 artists: Ann Cathrin November Hibo; Beverly Semmes; Bingyi; Cristina de Middel; Guinevere van Seenus; Hope Gangloff; Marcia Kure; Jackie Nickerson; Jennie Jieun Lee; Judas Companion; Marcela Correa and Marcia Michael.

In a nearly three-minute documentary-style film, the brand shows snippets of each piece and interviews with the artists.

While tasked with the same assignment, the film unveils how each artist was inspired differently and utilized entirely unique approaches to the project.

*Creative director Sarah Burton selected 12 women artists to take part in the project*

An artist and sculptor based in Chile, Ms. Correa created a piece based on the off-the-shoulder corset dress in pop

yellow using glued paper, magazine clippings, epoxy resin and fiberglass.

An American-born British photographer, Ms. Nickerson uses a research-based approach to her art that comes from years of studying history, places and people before incorporating a camera into the space. For her piece, she derived inspiration from Alexander McQueen's love of nature and used materials in reference to the sea and the challenges of marine pollution.

New York-based artist Ms. Semmes is known for shedding a light on the various representations of the female body in media and culture. She tucked a golden yellow dress inside a long velvet robe nearly twice her size, and hung it high on the wall.

Her dog spent a significant amount of time with her as she worked on this project for Alexander McQueen, so she incorporated a life-size replica of a Labrador retriever into her installation.

All pieces have been created to be displayed alongside their respective Alexander McQueen looks in a temporary exhibition intended to showcase the individual approaches and the ways in which art and fashion engage.



*Ann Cathrin November Hibo's background, but she also sculpts fixtures for her textile creations. Image courtesy of Alexander McQueen*

Guests may visit the installation by appointment only at the Alexander McQueen retail space on Old Bond Street in London.

#### Influence of art

Fashion and art are intrinsically linked, but for a brand like Alexander McQueen, art has an especially strong presence in the foundation and development of the brand across all touchpoints.

Through a guerilla-style, art-inspired, out-of-home marketing campaign last summer, the brand debuted a graffiti graphic in 12 cities around the world.

Drawn in a brushstroke style, the brand name adorned pieces across the label's product categories, from T-shirts to handbags. It was then displayed on buildings, buses, taxis and sidewalks in New York, Los Angeles, Miami, London, Paris, Milan, Shanghai, Beijing, Hong Kong, Seoul, Tokyo and Dubai ([see story](#)).

Then, in a more philanthropic art-inspired push, the brand expanded its support of educational outreach programs to help foster diversity in the fashion industry.

Alexander McQueen partnered with London's A Team Arts Education, an organization that helps young people in the inner city enter the art and design fields. Through the initiative, the label offers financial support and helps the organization grow its workshops and classes ([see story](#)).