

APPAREL AND ACCESSORIES

Alexander McQueen favors futurism in new film for Slash Bag

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Directed by Glen Luchford, a new film taps model Kaia Gerber to explore the relationship between humans and tech. Image courtesy of Alexander McQueen

By AMIRAH KEATON

British fashion house Alexander McQueen is following in its founder's footsteps with an edgy campaign film reminiscent of Alexander McQueen's own avant-garde ethos.

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Directed by British creative Glen Luchford, the brand follows in its founder's footsteps, debuting a futuristic film that explores the juxtaposition between humanity and technology. The presence of next-gen model Kaia Gerber, daughter of Cindy Crawford, sparks nostalgia and invites younger audiences in for McQueen's handbag launch.

"Luxury marketing plays on emotion," said Chris Ramey, CEO at [Affluent Insights](#), Palm Beach.

"The video highlights McQueen's knuckle hardware and skull motif as the Slash Bag is the center of attention and primary object."

Future folly

McQueen's film effort explores the juxtaposition between humanity and technology, its contents reflective of a founding designer who, at his height, was considered to be ahead of his time.

The brand's marketing campaign surrounds the Slash Bag, a selection from its spring/summer 2023 pre-collection.

The project, which features creative direction from Sarah Burton and technical treatments from Mr. Luchford, drives the label's story and latest style home.

Alexander McQueen's "The Slash Bag featuring Kaia Gerber" campaign film

McQueen's excerpt begins in a fictitious future world, one in which flying cars fill the stratosphere and modern skyscrapers dominate the city skyline. Very little sun is afforded to this society frankly, the setting appears bleak, at best.

The clip's main character then enters.

In an introductory appearance, Ms. Gerber stalks toward the camera down a corridor marked by the background of the bleak world behind the model. Apparently on a mission unbeknown to the viewing audience, she proceeds past a flight of steps.

Surveillance technology captures her steps, foreshadowing plot points down the line while framing the security nature of the building she attempts to navigate.

As light and shadow dance from surfaces such as walls and floors, to Ms. Gerber's own cheekbones, the Slash Bag makes its first up-close appearance.



The video's plot holds on an up-close, opting for an initial reveal around the 30-second mark. Image credit: Alexander McQueen

The plot quickly progresses thereafter, once a key card, pulled from the model's purse, grants her access to a tech-enabled room. The intensity heightens as the beauty makes her way toward a series of unidentifiable objects with wondrous curiosity.

Plaster body parts suddenly become elements of discovery. The apparatuses in question resemble human busts.

Halfway through the 2:50 film, Ms. Gerber comes face-to-face with one that looks oddly familiar almost an exact facial replica of McQueen's campaign star.

The model is observed over surveillance as she interacts with the items at hand, which tout an uncomfortable degree of realism, the seeming source of the model's subsequent tears.

Overcome with emotion, she begins to cry. The label's accessories subtly peak through its video's plot a silver ring flashes under white light.

A final twist leaves the model petrified, as her doppelgänger opens its eyes. A tune with sci-fi flair accompanies a fade-to-black film close.

Its guiding team the British photographer-director and McQueen's creative lead make the future appear chic, as the brand employs an age-old strategy.

Tried and true, the inclusion of a familiar face, as Ms. Gerber is the daughter of 1990s supermodel Cindy Crawford, carries the potential to draw interest from older clientele and youth audiences alike.

"Brand association is a pillar of luxury; with a nod to Cindy Crawford," Mr. Ramey said.

"However, the association with Cindy Crawford is a sidebar to Kaia Gerber who brilliantly manages the tense environment as the director intended."

Youth culture

Fashion's youth obsession is in no way solely limited to its imagery.

Luxury sales strategies now front load Gens Y and Z, and for good reason, considering this cohort is spending on luxury earlier than ever before ([see story](#)).

Not one to play into a trend for trend's sake, however, McQueen maintains a natural youthful edge.

Endemic to its originator, this energy comes to life effectively, whether through alternative marketing efforts ([see story](#)), product merchandising priorities ([see story](#)) or artist partnerships and collaborations ([see story](#)).

If one thing is for sure, it is that McQueen's efforts align with its ethos well.

"The video resonates due to our fear-driven and technology-fueled fragile environment," Mr. Ramey said.

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