

APPAREL AND ACCESSORIES

## McQueen joins fashion ranks in platforming British pride

February 21, 2023



*A series of London's most notable landmarks serve as the backdrop of the brand's spring/summer 2023 womenswear collection. Image courtesy of Alexander McQueen*

By AMIRAH KEATON

British fashion house Alexander McQueen is serving up an ode all its own.

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A series of London's most notable landmarks serve as the backdrop of the brand's spring/summer 2023 womenswear collection. An equally arresting crew front McQueen's latest marketing effort.

"The McQueen campaign's casting definitely promotes individuality and inclusivity," said Yana Bushmeleva, chief operating officer at **Fashionbi**, Milan.

"Combining an internationally renowned celebrity model with more niche personalities and a young movie star is a common tactic."

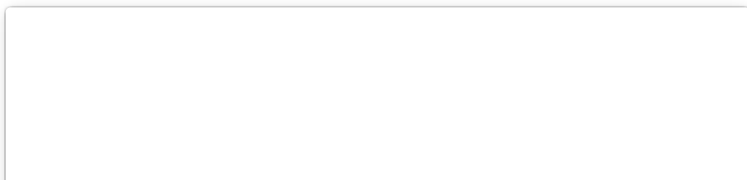
Ms. Bushmeleva is not affiliated with Alexander McQueen, but agreed to comment as an industry expert.

### Eccentric evolution

Characterized by their ability to exude strength and individuality, an eclectic group was chosen for the branded campaign.

American actress Sadie Sink, supermodel Naomi Campbell, French actress Pom Klementieff, French singer-songwriter Yseult Onguenet, American dancer and actress Mette and, finally, South Sudanese model Nyagua star in a set of short films captured by Swedish creative Jonas Akerlund.

The cohort crops up individually at first, donning the spring and summer wear in single clips, before coming together as a powerful collective in the latter frames of one of many new video selections.



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A post shared by Alexander McQueen (@alexandermcqueen)

Throughout, each friend of the house holds their own version of a strong stance, basking in city lights as picks from the collection catch the viewer's eye.

Casting stays true to the experimental spirit of the house, while imagery completes the challenge.

Having recently represented yet another British designer ([see story](#)), here, Ms. Sink sees her role through.

She centers one dynamic shot, in particular, wearing a midnight blue Hieronymus Bosch dress.

Expertly, the image mirrors its reference. Bosch's triptychs are present in the triadic depiction of McQueen's cover girl.

A heavy hitter herself when it comes to luxury campaigns of late ([see story](#)), Ms. Campbell maintains her studied gait in a matching suit ensemble, strutting to the orchestrally-eerie soundtrack "The Dark Side" by Laurie Anderson & Kronos Quartet.

She wears McQueen's Cropped Slashed Jacket in Black, priced at \$ 3,690, on top, finishing out the look with the low-waisted Tailored Trousers, also in Black, and retailing for \$1,390.

"The video with Naomi received more than 1.5 million views on social media in 48 hours, a 207 percent increase compared to the average number of views per brand's reel on Instagram," Ms. Bushmeleva said.

Make no mistake, though, newcomers carry their weight with relative ease as well.

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A post shared by Alexander McQueen (@alexandermcqueen)

Ms. Onguent, in particular, shines through the spring/summer 2023 campaign, sporting the Jeweled Hobo Bag, which retails for \$2,890.

The honorary expression was shot in all corners of the city of London, unifying each moving part with thematic charm.

London Bridge is looking back

Right now, luxury houses across mainland U.K. are having a moment.

As the industry bears witness to a unique mix of nostalgia and pride, the wave would make sense, considering the extent of loss London has experienced in just the last few months, the queen top of mind and, of course, the December death of Dame Vivienne Westwood ([see story](#)).

Expressed by way of collections and tributes, and evidenced by both recent campaigns including Daniel Lee's ode to home by way of Burberry's latest campaign ([see story](#)), as well as the live runways of London Fashion Week, perhaps fashion is providing the platform for a widespread mourning of sorts, giving creatives the opportunity to honor the greats of previous generations.



*The cast of McQueen's spring/summer 2023 campaign come together for a group shot. Image credit: Alexander McQueen*

Alexander McQueen's effort embeds such strong Brits as Ms. Campbell, and such architectural structures of symbolic significance as the globally recognized as St. Paul's Cathedral.

Whatever the impetus of this wave may be, the resulting creative appears undeniably excellent, exposing the silver lining of an otherwise rocky year's start for the luxury community.

"It should come as no surprise that British labels like Burberry and Alexander McQueen honor their country of origin," Ms. Bushmeleva said.

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