

APPAREL AND ACCESSORIES

Alexander McQueen embraces Victorian Gothic aesthetic for fall/winter

August 20, 2025



The brand is saluting iconic designs from its home country's past for its next release. Image courtesy of Alexander McQueen/Glen Luchford

By ZACH JAMES

British fashion house Alexander McQueen is drawing inspiration from the 19th century for its latest marketing effort.

The brand's fall/winter 2025 campaign adopts the motifs of Victorian Gothic, with dark shades and provocative silhouettes coloring the spotlight on creative director Sen McGirr's new collection. In turn, the promotional initiative also pays tribute to prominent creatives of the time, saluting their signatures through various references.

Back in fashion

Captured by British fashion photographer and film director Glen Luchford, the release takes a sensual approach to displaying the seasonal selection.

In Mr. Luchord's stills and in the corresponding short film, also directed by the acclaimed talent, models Alex Consani, Athiec Geng, Chu Wong and Libby Taverner are pictured on the ground performing a variety of suggestive poses. The imagery is set in a white, non-descript environment, with the blank walls and padded floors serving as an intentional backdrop to keep the viewers' focus on the performers' physicality and outfits.

Alexander McQueen presents its fall/winter 2025 campaign

Through their movements and their clothing, the models are said to take on the expressions of notable provocateurs from the 1800s, including Irish author and poet Oscar Wilde, English singer Vesta Tilley and American painter Romaine Brooks.

"The collection was rooted in the uncompromising self-expression of independent thinkers, exploring the tension between tradition and transgression," said Mr. McGirr, in a statement.

"Their spirit of progressivism feels pertinent now, inherent in modern questions of character, identity, idealism and gender."



English rapper and musician Tricky's 1995 song "Overcome" plays in the background of the placement. Image courtesy of Alexander McQueen/Glen Luchford

Victorian Gothic motifs, such as the contrast of restraint and liberation, center the marketing campaign, with the corresponding collection solidifying the ties to the throwback theme. Spanning **men's** and **women's** ready-to-wear, footwear, jewelry, eyewear, handbags and accessories, the selection explores trendy concepts outside of those spotlighted within the promotional push.

"To me, dandyism is the ultimate act of adornment; deeply personal, playful and transgressive," said Mr. McGirr, in a statement.

"It raises questions of character and identity, idealism and gender," he said. "I wanted to explore the enduring relevance of the dandy's radical spirit in our modern world."

The fall/winter 2025 selection is available now in-store and on Alexander McQueen's website.

English eccentricities

With the release of the new campaign, the maison continues its collaboration with Mr. Luchford, who was recently behind the lens of its spring/summer 2025 initiative.

The duo's partnership seemingly hinges on national pride, with the prior release centered on Irish folklore ([see story](#)) and the new launch focusing on Victorian inspirations. Other labels are also saluting similarly British sensibilities with their seasonal marketing.



Themes of femininity and sensuality often overlap with the popular era's motifs. Image courtesy of Alexander McQueen/Glen Luchford

Last month, French fashion house Dior unveiled its fall/winter 2025 push, with the imagery also drawing from the Victorian era, specifically the celebrated feminist works of British author Virginia Woolf ([see story](#)). Meanwhile, Italian fashion company Moncler took cues from modern-day Britain, capturing a real-life celebrity couple on the streets of London for its pre-fall spotlight ([see story](#)).