

APPAREL AND ACCESSORIES

Alexander McQueen tests new creative signatures in spring/summer 2026 preview

December 5, 2025



The brand stages its spring/summer 2026 pre-collection against the halls of South East London's Eltham Palace. Image courtesy of Alexander McQueen

By AMIRAH KEATON

British fashion house Alexander McQueen is toeing the line between sartorial tradition and subversive edge.

Under creative director Sen McGirr, the brand has staged its spring/summer 2026 pre-collection against the halls of South East London's Eltham Palace. The new campaign amplifies a central message: "heritage submitting to a new hedonism."

Setting the stage

The campaign visuals, captured by photographer Sammy Khoury under art direction by SJ Todd, both London-based, depict a group of young models navigating the opulent corridors of Eltham.

The mood evokes "stately abandon," according to a statement from McQueen, with an undercurrent of "simmering tensions between rebellion and romanticism."

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The pre-collection styles displayed throughout lean heavily on material contrasts and craftsmanship.

Tailored pieces feature youth-oriented elements. Clothing ranges from narrow jackets with cummerbund waists to washed denim and deconstructed outerwear.

The spring/summer styles swing from formal black-tie garments fit for a refined dinner to embellished eveningwear for after-hours revelry.

Spring/summer 2026 pre-collection

Reworked archival tartan dresses or kilts, deconstructed waxed-cotton country jackets, gabardine car coats and sculpted black leather outerwear are among other key pre-collection pieces.

The McQueen Manta bag.

The subversive energy of the house is articulated in soft folded leather adorned with crystal chain chandelier

charms.

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McQueen (@McQueen) November 13, 2025

Beyond clothes, the campaign foregrounds reimagined accessories, including the house's "Manta" bag. Originally introduced in spring/summer 2010, the handbag resurfaces with a reworked design and adjustable form.

Jewelry continues the house's signature aesthetic. Crystal-fringed "chandelier" pieces and skull-and-pearl motifs symbolize opulence, signaling a new-age aristocratic glamour.

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