

INTERNET

Alexander McQueen takes consumers backstage with artistic video

March 24, 2014



By SARAH JONES

British atelier Alexander McQueen took an unconventional approach to the backstage video for its fall/winter 2014 collection.

[Sign up now](#)

[Luxury Daily](#)

The label overlaid footage and treated clips of models and the runway with a purple hazy filter, giving the video a more eerie feel than most behind-the-scenes features. While this stylistic tactic might not give as full of an idea of the runway show atmosphere, it helps the video stand out in a landscape crowded with this type of content.

"This video by Sean Frank supports the ethereal nature of the runway show," said Nicki Hayes, account director and affiliate channel director at [Blue Moon Works](#), Denver, CO. "It evokes the mood of the show with the shots of the actual runway overlaid with the models eyes.

"The collection itself has been described as goth and Edward Scissorhands," she said. "The style and colors used in the video could be interpreted similarly.

"The artistic nature of the video creates the story, showing backstage activity and the look of the models in the show with the vision and influence of the collection. The backstage blogger interviews and exclusives have been done so it's good to see Alexander

McQueen take a fresh approach and entertain and inform their audience at the same time."

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

Alexander McQueen did not respond by press deadline.

Foggy view

Photographer Sean Frank shot the video. He has created a number of films for the brand in the past, including the backstage videos for the previous few seasons.

Alexander McQueen's video begins with a shot of the mossy runway covered by a purple-hued cloud of smoke. A pair of eyes with dramatic lashes emerge from the haze and open.

Next a trio of models' faces are shown in negative on a black background.



Video still from Alexander McQueen

Translucent shots of makeup being applied are placed over an image of the runway.



Video still from Alexander McQueen

As the models get dressed, the screen switches to close-ups, showing just the laces on a dress or a pair of bedazzled shoes.

Right before the models take to the runway, a series of quick shots shows the details of

dresses, capturing the hem of one floor length gown flicking back and forth as a model walks.

During the actual runway show, as models approach the camera, the video comes in and out of the purple coloring, becoming clearer as each comes closer. The final shot is of the finale, with the models shown slightly out of focus.



Video still from Alexander McQueen

Alexander McQueen posted the video to its social accounts, embedding it in its Twitter and Facebook pages so consumers could watch without having to navigate away from the page or app to YouTube.

Alexander McQueen autumn/winter 2014 backstage film

Common concept

Social media is saturated with videos from fashion houses showcasing their backstage atmosphere or the making of their campaign. Therefore, it takes more to stand out.

One way to differentiate is with length.

For instance, Italian fashion house Fendi filmed a 15-minute documentary to give consumers a thorough look at the inner workings of the company.

The film, which went live Feb. 5 exclusively on Fendi.com, follows the creative and executive team as they prepared for Fendi Day last fall, which consisted of their spring

2014 fashion show, a boutique opening and the unveiling of an exhibition. By releasing the full version of the video on its Web site, Fendi is able to increase traffic to its newly redesigned Fendi Life microsite, and encourage a deeper understanding of the brand ([see story](#)).

Backstage videos can give very detailed looks at the garments featured, highlighting the intricate work that went into production better than still shots can.

Italian label Valentino is taking its Facebook fans behind the scenes of its haute couture fall/winter collection through a video that shows close-up shots of the products' details.

The "Welcome to the Secret World of Couture" video is available on the brand's Web site and shows the models preparing for the fashion show and the details in the apparel. Promoting a behind-the-scenes video can allow brand enthusiasts to feel even more connected with a brand ([see story](#)).

This video takes the backstage video format and interprets it into the Alexander McQueen aesthetic.

"The McQueen legacy stands for incredible tailoring combined with a Victorian costume tradition now re-imagined through the eyes of his successor, Sarah Burton," said David Benattar, CEO of [Antebellum](#), a New York-based digital and creative agency. "The video is simply an extension of this legacy in an aggressively beautiful way.

"In my opinion, it's showing how Savage Beauty is fabricated by the best artisans in each discipline," he said. "In a sense, it's elevating backstage into poetry. It's opening the atelier, the workshop, and sharing with consumers the technicalities of creating exceptional products, design and visions.

"It taps into the expanding global connoisseur base who are inundated with super-polished imagery where the process has been stripped away. This video captures the desire of the luxury consumers wanting to be part of the process."

Final Take

Sarah Jones, editorial assistant on [Luxury Daily](#), New York

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.