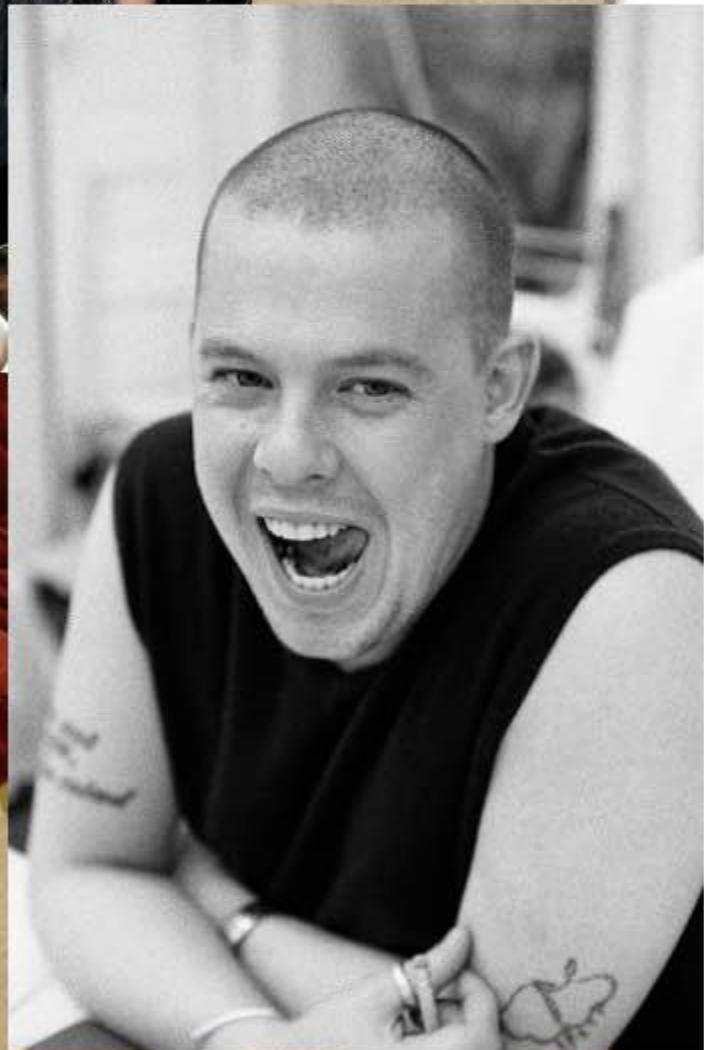




History of brand



Alexander McQueen brand was founded by designer Alexander McQueen in 1992. The house's early collections developed its reputation for controversy and shock tactics . Alexander McQueen was a London-based, English fashion designer who was head designer of the Louis Vuitton Givenchy fashion line, before starting his own line. Alexander McQueen became head designer of the Louis Vuitton-owned Givenchy fashion line, and in 2004 he launched his own menswear line. McQueen earned the British Fashion Council's British Designer of the Year award four times, and was named Commander of the Order of the British Empire. He committed suicide in 2010, shortly after the death of his mother.

- 1996, 1997, and 2001 McQueen won British Designer of the Year
- 2000, Gucci bought a 51 percent stake in Alexander McQueen's private company
- 2003, McQueen was declared International Designer of the Year by the Council of Fashion Designers of America and a Commander of the Most Excellent Order of the British Empire by the Queen of England.
- 2007, the specter of death would come to haunt McQueen
- 2011 exhibition of his creations at the Metropolitan Museum of Art in New York City
- 2018 documentary McQueen, by Ian Bonhôte and Peter Ettedgui.



"I wanted this collection to be really grounded, bold, and heroic,"

ALEXANDER MQUEEN

Creative director

Sarah Burton

Sarah Jane Burton OBE is an English fashion designer, currently creative director of fashion brand Alexander McQueen. She designed Catherine Middleton's wedding dress for her wedding to Prince William, Duke of Cambridge in April 2011

- 1996 she became an intern (1996) at the fashion studio of McQueen
- 2000 Heard was promoted to head of women's wear, and the company boasted such patrons as actresses Cate Blanchett and Gwyneth Paltrow.
- 2010 After McQueen's suicide, Burton ran the company for a short time before accepting the position of creative director.
- November 2011 Burton was named Designer of the Year by the British Fashion Council, and the following year she was made an Officer of the Order of the British Empire

Fall/Winter 2020-2021



- In lieu of hosting a show, the brand's Fall 2021 collection by Sarah Burton debuts on Tuesday through a series of portraits by Paolo Roversi. "It feels like now is a time for healing, for breathing new life, for exploring echoes from the past to enrich our future," Burton wrote in the collection notes.
- For autumn, the Alexander McQueen team was inspired by water ("for its healing properties") and anemones ("the most ephemeral flowers, here made permanent in cloth"): "The women wearing the anemone dresses almost become like flowers, like their embodiment, their character — but amplified, grounded, radiant and strong."
-

Nature, in all its darkness and light, has long been a go-to theme



She was Lee McQueen's right hand woman for many years and has continued his directional vision as creative director of the brand.

"I really think that creating clothes and fashion has to be a statement about how we live and where we live and what's happening in the world."







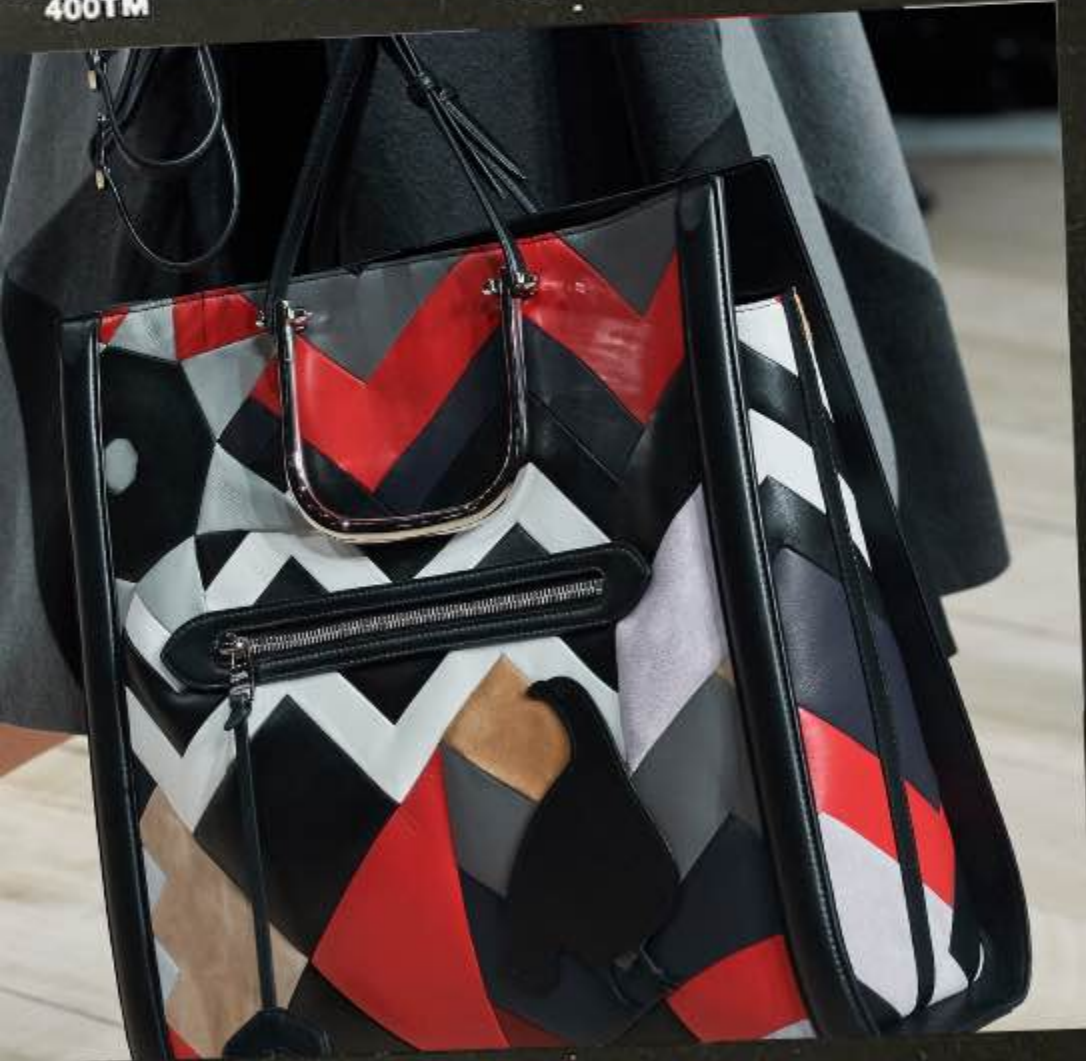


Accessories

For autumn, the Alexander McQueen team was inspired by water ("for its healing properties") and anemones the most ephemeral flower

Analysis

- GREAT GOWNS, BEAUTIFUL GOWNS
- JUXTAPOSING HARD AND SOFT
- **VOLUMINOUS DRAMA**
- **CATEGORY IS POWER SUITING**



Details

Alexander McQueen's acclaimed tailoring and precision is seen through corseting and panelling, as well as in the use of fine embroidery on silk, asymmetric cuts and contrasting fabric pairings.

The pink, black and white anemone print worked its way around the hem of a long and skinny ivory knit dress and the body of a sweater with a slashed neck and zipper details.





UTILITARIAN TAKES ON CLASSIC SILHOUETTES

References

<https://wwd.com/fashion-news/>

<https://www.vogue.com/>

<https://www.businessoffashion.com/community/people/sarah-burton>

<https://www.businessoffashion.com/alexander-mcqueen>

<https://www.alexandermcqueen.com/en-us?ad=rsa&targetid=kwd->

[37185530&location=9010956&gclid=Cj0KCQjw5JSLBhCxARIsAHgO2ScWZSVQtjAj2rsjLjRSfbX1wRV7JRN2u9AMQ_Z7nGq4frl1jjHKRAYaAk2eEALw_wcB](https://www.alexandermcqueen.com/en-us?ad=rsa&targetid=kwd-37185530&location=9010956&gclid=Cj0KCQjw5JSLBhCxARIsAHgO2ScWZSVQtjAj2rsjLjRSfbX1wRV7JRN2u9AMQ_Z7nGq4frl1jjHKRAYaAk2eEALw_wcB)



Q & A

What was the inspiration and feeling you received after seeing this transformation and show? What did you choose the name of the concept?

Do you think would Alexander McQueen support Sarah Burton's new vision for this brand? Why?

As a consumer, which of the looks in this collection do you want to buy?



Thank You

