



ALEXANDER MCQUEEN

By: Leah Goldberg



I remember the first time I heard the name Alexander McQueen. I was a kid watching Fashion TV and Jeanne Beker was interviewing a shy British designer. I had never heard of the brand and was about to change the channel when a clip from the 1999 ready-to-wear runway show came on. I could not believe what I was seeing, I was absolutely mesmerized.

I had never viewed fashion as art before, and yet I couldn't ignore the intersection that was taking place right before my eyes. This brand made me realize that fashion was so much more than just the clothes we wear. It is an extension of who we are and a way to express ourselves in a complicated and chaotic world.

“Fashion should be a form of escapism, and not a form of imprisonment.”

- Alexander McQueen

The more I explored the world of Alexander McQueen, the further

I fell down the rabbit hole. I was obsessed with watching every runway show I could find, and each one was more mind-blowing than the last. These elaborate runway shows, and intricate garments and accessories made for jaw dropping, iconic fashion moments. This was a brand that was not afraid to push boundaries and challenge the status quo. They had models walking on water, robots spray painting dresses, and runways that they literally set on fire.

While there are many things I admire about this fashion house, something to note is their ability to seamlessly juxtapose femininity and masculinity. Often mixing dark, macabre elements like a skull, with soft feminine tones and floral prints became a trademark of the brand. Even after the creative director and namesake tragically passed, Sarah Burton (who worked with McQueen for 14 years) continued to maintain the brand tone and aesthetic that made it famous, even to this day.





The ICONIC “Armadillo” boots were part of the 2010 spring/summer Plato’s Atlantis collection inspired by Charles Darwin. This was the last full collection McQueen presented before he took his own life in February 2010.

Source: <https://www.metmuseum.org/art/collection/search/828415>



Clothing from “Savage Beauty”, a retrospective on McQueen’s designs hosted by the Metropolitan Museum of Art in 2011.



Print ads for Alexander McQueen eyewear. Aesthetic stays true to the brand with the use of the skull image and a mix of feminine and masculine elements.

Source: <https://wallpaperaccess.com/alexander-mcqueen>

CLICK HERE to watch clip from the 1999 runway show..