

APPAREL AND ACCESSORIES

# New campaign inaugurates Sen McGirr at Alexander McQueen

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*The ads aim to capture “the renegade glamour of the city’s youth,” according to the brand statement. Image courtesy of Alexander McQueen*

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By ZACH JAMES

British fashion house Alexander McQueen is taking to East London for its next-chapter marketing effort.

Representing his debut campaign, creative director Sen McGirr, appointed last October, spearheads the artistic direction of the label’s fall/winter 2024 ad series. The imagery and apparel, released this week, are an ode to what has come before from the brand while blazing a new trail forward for Alexander McQueen.

“I think that whenever you look at Alexander McQueen, you’re always thinking of how it speaks to its founder who made such an indelible mark on the label as well as fashion,” said Kimmie Smith, cofounder and creative director of [Athleisure Mag](#), New York.

“You also think of Sarah Burton, who took over after the founder’s passing, and due to working closely with him, you still felt his DNA and ethos as she continued to design,” Ms. Smith said. “In looking at Sen McGirr’s vision, there are definitely elements that call back to the house of McQueen, but you can see notes of slight departures or ways of establishing where the house can continue to go and to see it in a different way.

“I think that it will take a few collections before you can see what that it is.”

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

## New direction

Mr. McGirr is bringing his personal flair to the 30-plus-year-old name.

Images and video spotlight a collection that melds past and present into a singular, fresh vision. According to the team, the advertising aims to capture “the renegade glamour of the city’s youth” while playing into the punk-rock origins of the late English designer Alexander McQueen’s eponymous operation.

*Alexander McQueen presents its fall/winter 2024 collection*

Shot on city streets by British fashion photographer Glen Luchford, the pictures and short film showcase a diverse cast of young talent posing against the backdrop of the district’s industrial landscape.

Standing in graffiti-covered alleyways, in front of well-worn brick walls, moss-covered walkways and residential neighborhoods,

and inside pulse-pounding party environments, the models inhabit areas of everyday urban life, with their apparel exemplifying this theme.

"Although the models are younger, this is really for those who enjoy wearing pieces that have a bit of an edgy near avant-garde nature to them as there are elements of exaggerated silhouettes whether it's a shoulder of a jacket or having these elongated skinny jeans that are wrapped, but it's not a full-on avante-garde statement just enough," said Ms. Smith.

"So those who feel that this is the style that they wish to wear is the demographic as opposed to age-specific parameters," she said. "You can see Kate Beckinsale, Madonna, Viola Davis, etc., wearing these pieces, as well as those that are part of the young Hollywood set."

English electronic music group Death in Vegas' 2002 song "Hands Around My Throat" scores the film, adding to the initiative's focus on portraying the unpredictability of London's youth through its hodgepodge of sonic styles and instrumentation.



*The fall/winter 2024 campaign is shot by British fashion photographer Glen Luchford. Image courtesy of Alexander McQueen*

"The campaign is gritty and really calls to visual texture with the silhouette of the garments as well as playing for proportion," said Ms. Smith.

"Each of the models is found in one setting, and [they are] making their way to another, whether it's a party or a safe place that they can be together and vibe off of one another," she said. "The music and the way that they are styled make you take notice of them and really make the pieces that they are wearing the star of the show."

"The articles of clothing are characters in and of themselves and it's nice to see how these structures take up the space that they occupy as well as being paired with accessories that can be worn with the intended pieces as well as separately."

The pieces, for both men and women, run the gamut, including ready-to-wear, handbags, footwear, jewelry, hats, sunglasses and other accessories.

Emphasis has been placed on blending conventional and nontraditional aesthetics, fabrics and silhouettes, such as tufted denim with "razor sharp" suiting on a particular piece, or a tulle dress embroidered with shards of smashed chandeliers and bicycle reflectors.

A majority of the **men's** and **women's** fall/winter 2024 collection items are available online now, with some articles of clothing up for preorder and others coming soon.

### **Past, present and future**

With the launch of the new campaign, Alexander McQueen's latest directorial appointee ([see story](#)) speaks to legacy, superseding prior approaches that have explored future possibilities ([see story](#)).

"McQueen is a London-born brand and has always represented an idea of London that I'm deeply attached to," said Mr. McGirr, in a statement.



*Looking into the brand's archives could be a ticket to its future. Image courtesy of Alexander McQueen*

"It has a very visceral kind of energy, driven by the eclectic cast of characters you see here," he said. "I want to bring that energy to life with the rigor and raw feeling that makes the city's air hum, leaning deep into its tensions something that feels poetic and primal; powerful and real.

"Something that comes from people; I want to bring light to that."

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