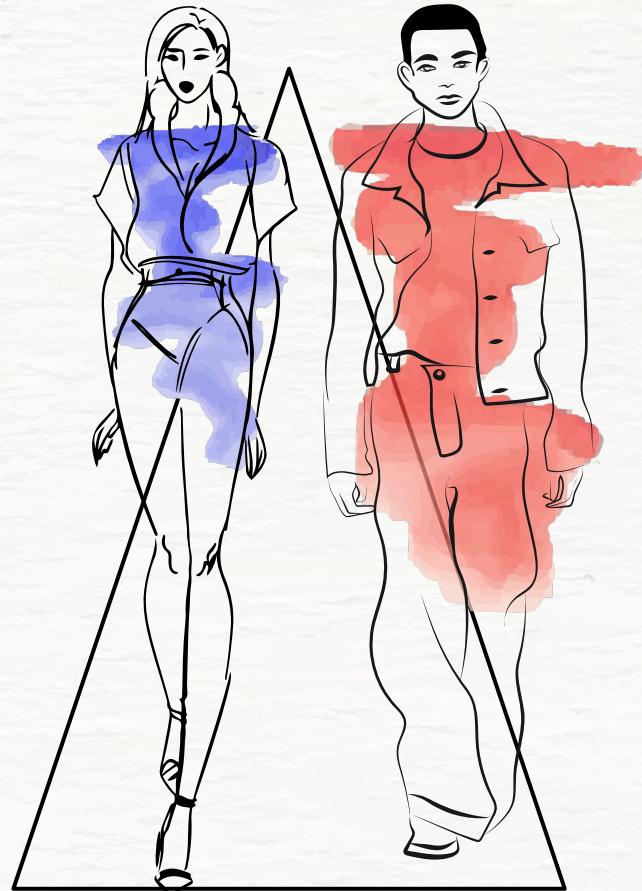

Watching the English- Dress Codes

Liz Martin



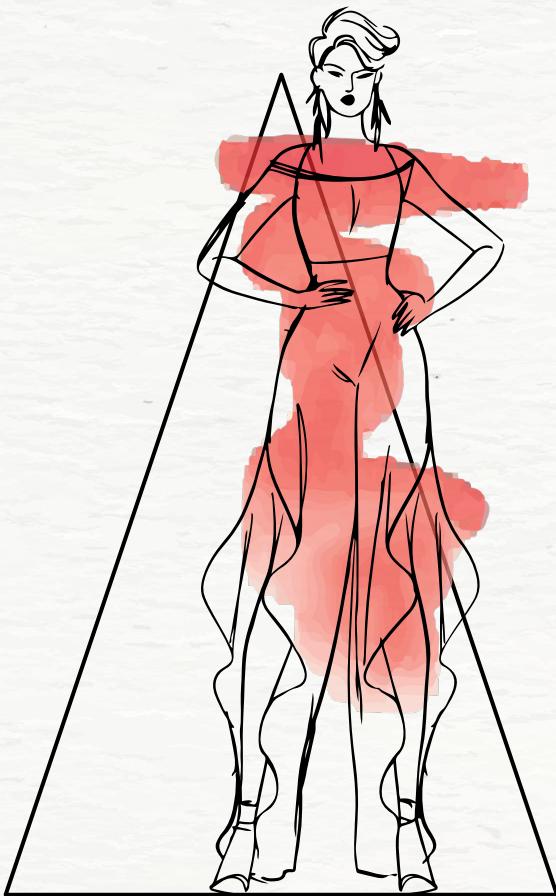


Table of *contents*...

01

Finding from Kate Fox

Concept of London fashion from reading

02

Alexander McQueen

Designs & brief history from McQueen

03 / 04

McQueen Aesthetic

Visually describe who McQueen is & the void filled in the industry

05

Building the Bridge

Conclude with connection from reading to McQueen

01

Finding from Kate Fox

How to distinguish upper class vs lower class in London...
(Female Class Rules, pages 407-412)

Upper Class Dress

Subtle accessories, ruddy complexion/ country life, natural sun tan, conservative, covers legs/ ankles, loose fitting clothing, muted/ neutral tones

Lower Class Dress

Flashy gold jewelry/ initials, excess makeup, deep fake sun tan, shows more skin, uncomfortable shoes, bright colors





British fashion designer and couture expert. He founded his own Alexander McQueen label in 1992 & served as chief creative designer for Givenchy for 5 years.



02

Designer- Lee Alexander McQueen

One of McQueen's most famous designs was the skull, which can be seen on the signature "knuckle bag." The skull appears often throughout his work, serving as a reminder of mortality amongst the glitz and glamour of the catwalk.



03/04

Design Aesthetic of
Alexander McQueen





Ready to Wear Collection Summer 2022



Building the Bridge

Social class level classification by dress & Alexander McQueen...

Brand Personality

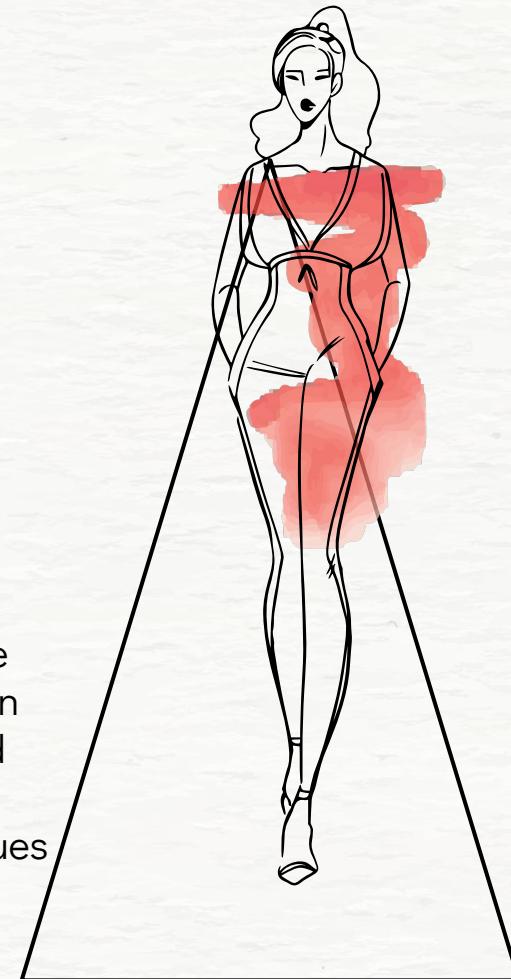
McQueen is best known for contrasting elements such as: feminine/masculine, fragile/strength, & traditional/modern

Nature Inspired

The creative designs are all inspired from elements of nature as McQueen was fascinated with places in nature: Scottish Highlands, Northern Coasts, & ocean depths

Quiet Luxury

One style trend in London: wear timeless pieces that speak for themselves without the gaudy logos. McQueen stands for just this and creates fashion that resembles its core values



Thank You!

Any Questions?



Works Cited

<https://www.vam.ac.uk/museumofsavagebeauty/nature-and-organic-materials/#:~:text=McQueen%20was%20fascinated%20with%20places,coast%20and%20the%20ocean's%20depths.>

<https://www.vogue.co.uk/fashion/gallery/alexander-mcqueen-nature-collections>

<https://artsandculture.google.com/story/the-designs-of-alexander-mcqueen/aQURbh0IC1Kw?hl=en>

<https://www.lofficielusa.com/fashion/alexander-mcqueen-iconic-runway-shows-designer-lee-mcqueen-fashion-history>