
Watching the English- Dress Codes

Liz Martin

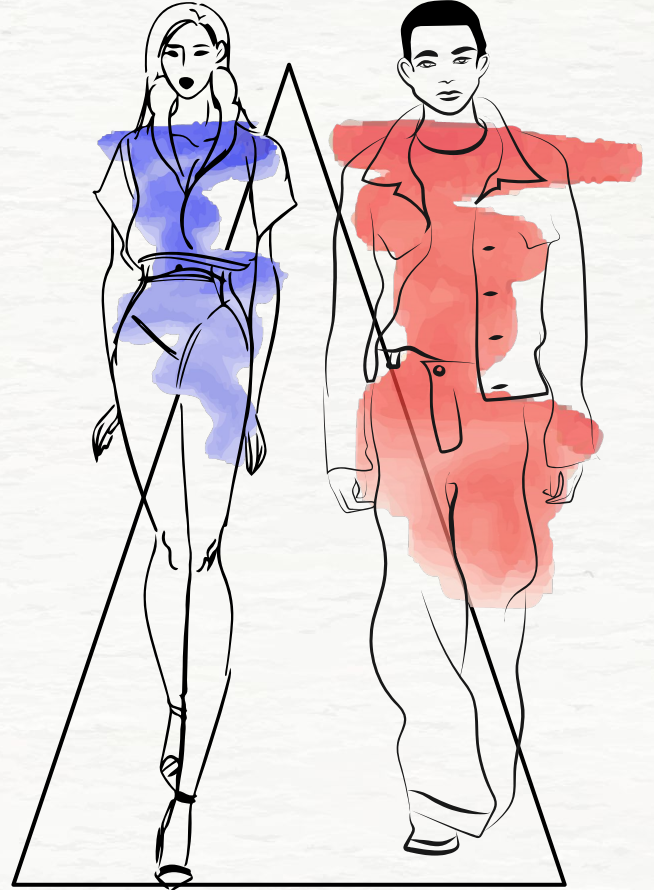
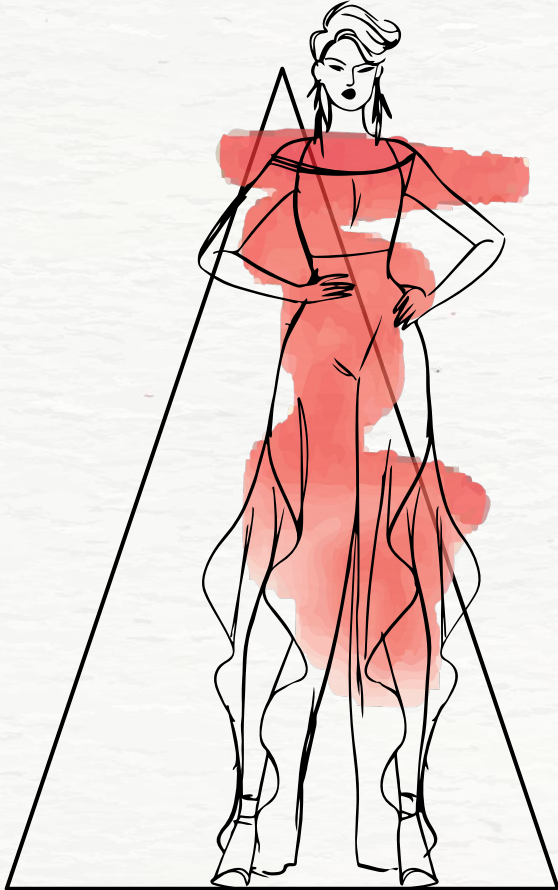


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Finding from Kate Fox

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



Stephanie Gervais



Ready to Wear Collection Summer 2022



05

Building the Bridge

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

Brand Personality

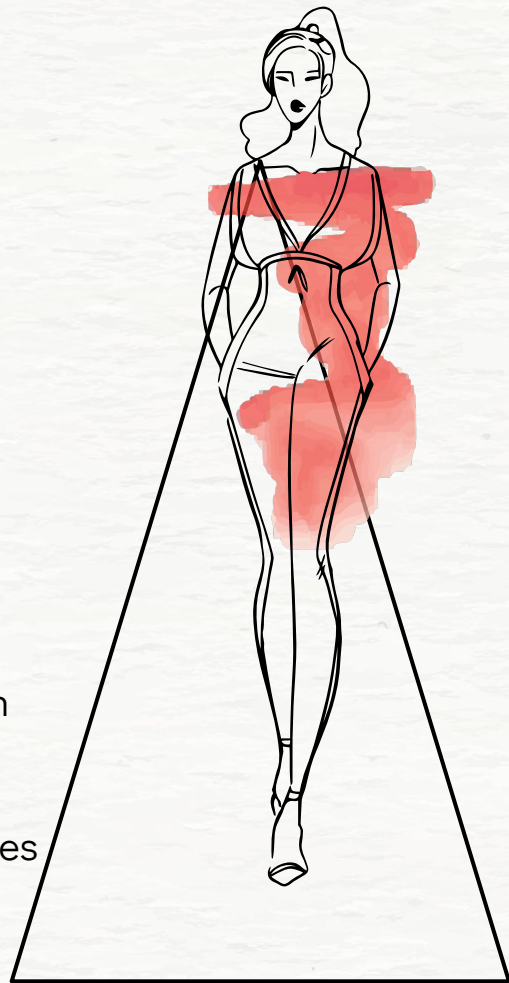
McQueen is best known for contrasting elements such as: feminine/masculine, fragile/strength, & traditional/modern

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?



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