Concepts and Inspirations of Alexander McQueen's Designs through Scenography

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Abstract:
There are several ways to present fashion, catalogs photographs, journals, magazines and shop displays. However, the live show is considered the most important among them. The designer can creatively employ the scenography elements of the show to clarify and emphasize the concept behind the collection or its inspiration. The majority of the Egyptian fashion designers, if not all of them, follow very traditional approach in showing fashion, such as a narrow catwalk, a white ground, a white backdrop carrying the brand name, rhythmic music, and a typical models' performance with elegant make-up and hair style. However, fashion is much more than that! Unfortunately, the Arab designers confine fashion and fashion shows to a narrow angel. Thus, the current study aims at introducing and analyzing the most outstanding shows of McQueen, the outstanding fashion designer following the theatrical approach in his shows. The researcher aims at highlighting this neglecting side to the Arab fashion students and designers. Fashion is not about designing a sketch, taking measurements, drawing a pattern, tailoring and finishing the dress and wearing it! There is, or should be, a concept or an inspiration behind fashion show designs. Actually, there are many scenography elements which can, and should, be employed by the fashion designer cooperating with a multi-disciplinary team. The aim is to confirm the designer's concept and creativity. The study follows the descriptive approach in introducing and explaining 21 shows of McQueen. The study recommends and asserts the importance of assessing the projects of the fashion students through fashion shows and training them to function in teams of different disciplines, such as scene directing, light directing, music, and make-up among others to apply their show visions.

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