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In Process, Alexander McQueen's Sarah Burton Gives Complete Creative Freedom to 12 Artists to Reinterpret Her Work.

By: Alice Newbold
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For Alexander McQueen's Sarah Burton, the creative journey is just as important as the end result. It is vital for her to document everything, to tell the complete story. The designer's latest project, *Process*, shines a spotlight on the work that goes into her collections by inviting 12 artists to interpret the pre-autumn/winter 2022 line in their own languages. It is a physical, tangible and real display of Burton's belief that creativity comes from myriad perspectives.

"Seeing another creative process is inspiring," Burton tells *Vogue* of handing the mic to sculptors, photographers, painters and ceramicists, and giving them complete creative freedom to rewrite her team's work their way. "Art has inspired people for generations, because it's about storytelling and a reflection of the times that we live in. These have always been key narratives of the house."

Although Burton has worked with some of the artists, such as Marcela Correa, who creates pieces for McQueen stores, and Guinevere Van Seenus, a longtime brand muse, she was taken aback by the uniqueness of the final multi-disciplinary works. "Some arrived and they were very small and precious, real treasures, and others were much larger and powerful in a different way," she says of the sheer scale of the pieces arriving at McQueen HQ. "Especially after the last years of lockdown, you realise how much more power things have once you see them physically. It's really the same with clothes when you see them flat or on a screen; they have a completely different feeling when they are seen in person – that's when things come alive."

For Burton, a woman who finds inspiration in the everyday, choosing the artwork that resonates most is impossible. The variety of personal, and oftentimes magical, stories relates to all the tales her team tells at McQueen. "Process to me is very much the narrative of how you get from one point to the next – like a collection of ideas that show the mind working." Here, Burton unpacks what each artist's ode to McQueen means to her.

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Hope Gangloff

"Hope saw the denim dress in an architectural way, but looked at how colours work together, just as we look at colour and silhouette when we're putting collections together."



Marcia Kure

"I was fascinated by how Marcia sees the body as a communication device, translating the idea of mark-making from our embroidered dress and linking the lines in her piece to traditional body painting. She talked about the marks connecting with the dress, and the dress connecting with the body, so the body

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becomes a book. She created a multi-layered work marrying history to what is happening now, which was very inspiring, interpreting the historical story of Queen Amina and making it relevant today. The other element which really stands out is her ability to bring all these talented communities of people to work together – carpenters and hair weavers – all collaborating to make the pieces with her. I was touched by her understanding that it takes more than one person to tell a story, that's always been how we work in the studio."



Beverly Semmes

"I loved the huge scale of Beverly's work and how she interpreted our yellow dress through an incredible tableau of fabric. Again, the work felt very personal."