

Moss, Jack. "Sarah Burton drafts women artists to reimagine latest Alexander McQueen collection," *WALLPAPER*, 7 June 2022.

Wallpaper*

'A new creative dialogue' is how Sarah Burton describes 'Process', which sees 12 international women artists interpret her Pre-Fall 2022 collection for [Alexander McQueen](#). 'We wanted the artists to have total freedom to respond to the looks, creating bold and thought-provoking conversations with their works,' says the creative director of the project. 'It's been very interesting to see how creativity has sprung from so many different perspectives, and the outcomes that have been varied and beautiful.'

Such artists include Ann Cathrin November Høib, Beverly Semmes, Bingyi, Cristina de Middel, Guinevere van Seenus, Hope Gangloff, Marcia Kure, Jackie Nickerson, Jennie Jieun Lee, Judas Companion, Marcela Correa and Marcia Michael – hailing from countries around the world, from Nigeria to the United States, China to Norway. Their various mediums include [painting](#), photography and [ceramics](#); here, these approaches are applied to a collection that runs with the brief but evocative description, 'closer to the earth. Grounded. A focus on silhouette.'

The resulting works – to be displayed in [Alexander McQueen](#) stores alongside the look which inspired them – draw on different elements of the collection, whether evoking the colour palette (electric blue, 'Welsh' red), or riffing on the collection's romantic but architectural shapes. 'To illustrate the fact that creativity emerges from countless perspectives,' says the house of the project's aim.

Here – extracted from the accompanying book, also titled 'Process' and art-directed by M/M Paris – six of these artists explain their approach to the project, and their response to the collection itself. chosen garment in her life's moments.'

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Beverly Semmes, United States

'*Marigold* shows a golden yellow dress tucked inside a velvet robe, hung high on the wall. The skirt fans out onto the floor from under the robe, like a mermaid's tail. Piles of peach-toned organza push into waves beneath the tail, and long velvet sleeves in dark blue and pale pink wrap around the pool, containing it. A clutch purse is altered to become a neon yellow handbag with the addition of fabric, duct tape and a hot pink strap. A pair of shoes are now slippers.

'As I worked, my dog spent most of the day napping in and around the artwork. This led me to unearth a life-size replica of a Labrador Retriever, purchased decades ago in a south Florida thrift store. A light coat of touch-up paint and he was ready to go – with the gold chain from the clutch purse placed around his neck, he took to the pool like a natural.'