Alexander Wang: 21st-century wunderkind 2014 ad campaigns

A deconstruction of the industry's ask for the season's new celebrity-female account

David Hayes AUGUST 8 2014

Hemlines may once have been a cute way of mentioning the state of the economy — after all, they are all over the place these days — but nothing gives a sample of global hard-currency health better than a flick through the September issues of the world's glossiest fashion magazines.

Landing on newsstands with a reassuringly weighty thud early this month, the current edition of US Vogue has more advertising than any other American title or double title (Dior), and models trapped in a surreallist crazy golf course from hell, wearing equally disturbing knitwear (Kenzo). Yes, advertising matters, not only as a barometer of the spending trends of the fashion world, but also as a tone-setting exercise. The following images are how fashion should look this autumnal, straight from the designer's eye, so take notes.

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Stella McCartney

Who: Kate Moss, shot by Mert Alas and Marcus Piggott.

What: Kate unzipped. The season may be awash with supermodels, but Ms Moss's second time in front of the camera for Stella McCartney still seems like an event.

Where: A "funny turn" in the bathroom department — supported by a surreal and shouty short film. "We're all golden sunflowers inside," says Kate. Of course we are, love.

Why: With friends like these? Why not.

stellamccartney.com

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Alexander Wang

Who: Anna Ewers, Vanessa Moody, Kelly Ann, Kid Howes and Levi Boling, shot by Steven Klein.

What: You're sicked — by the fashion police.

Where: Like the set of *Orange Is the New Black*, with more fashion.

Why: Wang's "urban survival gear" takes a sinister twist. Unless Wang knows something we don't about his customer profile.

alexanderwang.com

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Moschino

Who: Models Linda Evangelista, Stella Tennant, Carolyn Murphy, Saskia de Brauw, Karen Elson and Raquel Zimmermann, shot by photographer Steven Meisel.

What: Very newly installed designer Jeremy Scott's "Happy Meal" — inspired homage to a certain American fast-food company that gives the impression that labels have cult status — and a lot of fabric value to boot.

moschino.com

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Louis Vuitton

Who: Danish-born model Freja Beha Erichsen, shot by photographer Juergen Teller.

What: Back-to-the-future, with new boss Nicolas Ghesquière's first out, but limited, bag names (Tilleur, Annie Lebowitz and Bruce Weber's) shoot his late father (early 1970s) inspired collection.

Where: The unfortunate lair of a James Bond villain. Surely, Vuitton's bags will offer to reclaim his car keys.

Why: After a year-and-a-half fashion "gardening leave" at Jil Sander, Ghesquière's designs obviously had a lot of fashion imagery to get out of his system with the help of stylist Marie-Amélie Sauvé, a starry model cast, three very expensive snappers and an ultra-cool car.

louisvuitton.com

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Dior

Who: Model Julia Nobis (plus Helena Severin, Fei Fei Sun and Kasia Jujeczka), shot by photographer Mario Sorrenti.

What: Creative director Raf Simons aim his masculine-meets-feminine collection, styled by Olivier Rizzo.

Where: Waiting for room service to finally arrive, in a charmless hotel suite somewhere, Manhattan.

Why: For all Simons' skill reviving the Raf Simons label, the bestselling Lady Dior bag and latest Fusion trainer look take centre stage.

dior.com

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Lanvin

Who: Model Edie Campbell, shot by photographer Peter Matthew. Art directed by Ronnie Cooke Newhouse.

What: It's a family affair. Edie is joined by various members of the Campbell clan, including mother Sophie Hicks, father photographer Jason, grandfather Jeremy, sister Olympia and even her horse, Dolly.

Where: A large, no-doubt messy, studio in west London.

Why: Inspired by the French fashion house's mothers and daughters logo. Did Lanvin get a bulk deal by casting the whole family?

lanvin.com

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Prada

Who: Models Mica Arganaraz and Karl Kolbitz, shot by Steven Meisel.

What: Lots of leopard print.

Where: Somewhere in Spain, inspired by Fassbinder's *The Bitter Tears of Petra von Kant* (1972).

Why: Not some secret police headquarters in the Eastern Bloc but Bedford Hills, upstate New York.

What: It says to be the luxury shopper's art — loose-side — with the exquisite quirk of covetable shoes and bags.

Prada.com

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Dolce & Gabbana

Who: Models Mirella Santana, Bella Hadid, Kate Bogachenkova, and Nastya Sten, shot by designer Domenico Dolce.

What: Would you Adam and Eve it? Claudia's back, looking better than ever.

Where: A Spartan forest, wholly populated by Sicilian mountains.

Why: Perhaps unsurprisingly, the Italian designer duo — recently found guilty of tax evasion — have escaped to a mythical fantasy past.

dolcegabbana.com

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Kenzo

Who: Models Guinevere Van Seenus and Robert McKinnon, created in partnership with Maurizio Cattelan and Pierpaolo Ferrari, both of the art magazine Toilet Paper.

What: A smart/casual date turns nasty at a local all-night crazy golf course.

Where: A set designed by David Lynch, no doubt.

Why: Designers Carol Lim and Humberto Leon's latest collection was their third inspired by film director Lynch's 1980 oeuvre — including *Twin Peaks*, of course. Unsettling? The knitwear sure is.

kenzo.com

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