# Alexander McQueen’s holiday campaign at Eltham Palace celebrates a century of art deco rebirth



British luxury fashion house Alexander McQueen is celebrating the centenary of the art deco movement with its 2025 holiday collection, staging the campaign at the iconic Eltham Palace in southeast London. This unique setting, combining a medieval great hall and an art deco mansion built in 1936, perfectly encapsulates the brand’s ethos of merging British heritage with modern hedonism. Eltham Palace, now under the care of English Heritage, offers a backdrop that reflects the creative tension at the heart of McQueen’s latest collection — a dialogue between restraint and release, formality and rebellion.

The campaign, launched this week, is the work of creative director Seán McGirr, with art direction by SJ Todd and photography by Sammy Khoury. McGirr emphasised that the choice of Eltham Palace was deliberate, calling it a "hybrid" space that mirrors McQueen’s ongoing exploration of British heritage subverted by contemporary excess. The imagery and film feature youthful models adorned in pre-spring 2026 collection pieces that evoke a glamorous, festive atmosphere with high-shine materials and vibrant detailing.

Key highlights include deep burgundy velvet and satin dresses adorned with jewelled collars, dazzling red cobweb lace, and accessories such as crystal-studded Knuckle clutches and metallic Skull Flower bags. The collection also incorporates sharp tuxedo tailoring, asymmetric "MacQueen" tartan, and knitwear embellished with crystals, embodying a sophisticated but playful approach to luxury fashion. Though these looks are from the pre-spring 2026 line, the campaign’s romantic mood also nods to the fall 2025 collection, which draws inspiration from neo-dandyism — a theme rooted in historical references to figures like Oscar Wilde and early 20th-century icons.

The idea of neo-dandyism, which informed the fall 2025 show, reflects a radical self-expression and strength of character that resonates with McQueen’s own brand identity. McGirr took a gender-agnostic approach to the casting and styling for that runway, further challenging conventions and embracing fluidity — an ethos that continues to permeate the house’s creative output.

The McQueen 2025 holiday campaign sits alongside other recent collections that celebrate heritage through contemporary lenses. For example, the Autumn-Winter 2025 Pre-Collection pays homage to London’s vibrant Soho district, capturing the spirit of local personalities with strong ties to the area’s rich cultural tapestry. This collection similarly merges tradition with modern edge, photographed in characteristic Soho settings by Theo Sion, and exemplifies McQueen's ongoing exploration of layered histories translated into fashion.

Earlier in the year, McQueen’s Spring/Summer 2025 campaign delved into Irish folklore through the mythical banshee, embodying themes of bold self-expression and human connection. Shot at Wales’ Llansteffan Castle, it featured striking contrasts of ethereal fabrics and sculptural tailoring, emphasising the brand’s narrative depth and seamlessly weaving cultural heritage into innovative design.

Alexander McQueen’s Chinese Valentine’s Day 2025 campaign also illustrated the house’s penchant for romanticism and fearless expression. Set against the evocative backdrop of Shanghai, it highlighted the intricate artistry underpinning McQueen’s signature accessories, like the Skull Flower bag, underscoring the brand’s enduring commitment to combining emotional storytelling with meticulous craftsmanship.

Overall, McQueen’s 2025 campaigns collectively represent a rich tapestry of cultural references and design evolutions, united by a consistent thread of subverting tradition while honouring heritage. The use of Eltham Palace for the holiday collection eloquently encapsulates this duality, offering a striking visual metaphor for the house’s journey through time and style, inviting its audience to celebrate both the past and the future with sophistication and a touch of rebellious spirit.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html) (Yahoo News), [[2]](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025) (Alexander McQueen official)
* Paragraph 2 – [[1]](https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html) (Yahoo News), [[2]](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025) (Alexander McQueen official)
* Paragraph 3 – [[1]](https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html) (Yahoo News), [[2]](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025) (Alexander McQueen official)
* Paragraph 4 – [[1]](https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html) (Yahoo News)
* Paragraph 5 – [[3]](https://www.alexandermcqueen.com/en-us/stories/pre-aw25-campaign-soho-characters) (Alexander McQueen official), [[7]](https://www.alexandermcqueen.com/en-us/stories/pre-aw25-campaign-soho-characters) (Alexander McQueen official)
* Paragraph 6 – [[5]](https://aeworld.com/fashion/mcqueen-unveils-spring-summer-2025-campaign-inspired-by-the-banshee/) (AEworld)
* Paragraph 7 – [[4]](https://www.alexandermcqueen.com/en-ae/stories/chinese-valentines-day-2025) (Alexander McQueen official)
* Paragraph 8 – [[1]](https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html) (Yahoo News), [[2]](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025) (Alexander McQueen official)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://sg.news.yahoo.com/mcqueen-readies-jolly-art-deco-195216452.html> - Please view link - unable to able to access data
2. <https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025> - Alexander McQueen's 2025 Holiday Collection showcases statement accessories and shoes set against the grandeur of Eltham Palace. The campaign features deep burgundy velvet and satin dresses with jewelled collars, vibrant red cobweb lace, and crystal-studded Knuckle Clutches. Tuxedo tailoring is paired with asymmetric 'MacQueen' tartan and intricate lace with anatomical details. The collection embodies a fusion of British heritage and modern hedonism, reflecting the brand's evolution of restraint and release. Creative Director Seán McGirr, Art Director SJ Todd, and Photographer Sammy Khoury collaborated on this campaign. ([alexandermcqueen.com](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025?utm_source=openai))
3. <https://www.alexandermcqueen.com/en-us/stories/pre-aw25-campaign-soho-characters> - Alexander McQueen's Autumn-Winter 2025 Pre-Collection campaign celebrates Soho's vibrant community, featuring local personalities Soho George and Florence Joelle. Photographed by Theo Sion at The Coach & Horses pub, the campaign captures the energy of London's Soho. Soho George is known for his signature tailored style, while Florence Joelle is a resident jazz and blues singer. The collection merges heritage with edge, reflecting the district's layered history and creative spirit. ([alexandermcqueen.com](https://www.alexandermcqueen.com/en-us/stories/pre-aw25-campaign-soho-characters?utm_source=openai))
4. <https://www.alexandermcqueen.com/en-ae/stories/chinese-valentines-day-2025> - Alexander McQueen's Chinese Valentine's Day 2025 campaign presents an intimate portrait of fearless expression, celebrating the enigmatic power of love. Set against the ambient glow of Shanghai, the campaign features intricate artistry with scattered crystals, polished hardware, and the signature metal T-Bar. Black leather and sculpted silhouettes are adorned with ornate florals of the Skull Flower bag in delicate lilac and soft ivory leather. The campaign embodies romanticism deeply embedded in the heritage of the house. ([alexandermcqueen.com](https://www.alexandermcqueen.com/en-ae/stories/chinese-valentines-day-2025?utm_source=openai))
5. <https://aeworld.com/fashion/mcqueen-unveils-spring-summer-2025-campaign-inspired-by-the-banshee/> - Alexander McQueen's Spring/Summer 2025 campaign draws inspiration from the mythical banshee, a figure deeply rooted in Irish folklore. Shot by renowned photographer and director Glen Luchford at Llansteffan Castle in Carmarthenshire, Wales, the campaign captures an atmospheric blend of history and modernity. Creative Director Seán McGirr explains that the banshee embodies a sense of strident self-expression that resonates now, driving connection with others. The collection mirrors the essence of the banshee through bold tailoring and ethereal fabrics, with a palette dominated by ivory, silvered grey, and black, accented by bursts of yellow and orange. Accessories include sculptural jewellery pieces inspired by objects linked to banshee folklore. ([aeworld.com](https://aeworld.com/fashion/mcqueen-unveils-spring-summer-2025-campaign-inspired-by-the-banshee/?utm_source=openai))
6. <https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025> - Alexander McQueen's 2025 Holiday Collection showcases statement accessories and shoes set against the grandeur of Eltham Palace. The campaign features deep burgundy velvet and satin dresses with jewelled collars, vibrant red cobweb lace, and crystal-studded Knuckle Clutches. Tuxedo tailoring is paired with asymmetric 'MacQueen' tartan and intricate lace with anatomical details. The collection embodies a fusion of British heritage and modern hedonism, reflecting the brand's evolution of restraint and release. Creative Director Seán McGirr, Art Director SJ Todd, and Photographer Sammy Khoury collaborated on this campaign. ([alexandermcqueen.com](https://www.alexandermcqueen.com/en-fr/stories/holiday-collection-edit-2025?utm_source=openai))
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