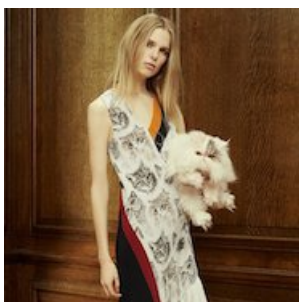


APPAREL AND ACCESSORIES

Stella McCartney teams with PETA for feline initiative

June 20, 2016



Stella McCartney pre-fall 2016 look

By STAFF REPORTS

British fashion label Stella McCartney is pouncing on cat overpopulation through its support of the nonprofit activism organization People for the Ethical Treatment of Animals.

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In the brand's boutiques around the world, neon cats have been installed in the windows, creating illuminated awareness for the campaign. As many luxury houses are put in PETA's spotlight for alleged abuses, Stella McCartney is instead teaming up with the organization due to shared values and advocacy.

Cats for a cause

Stella McCartney's pre-fall 2016 collection is catty, with printed textiles featuring cat faces and apparel and accessories adorned with leopard and tiger prints.



Stella McCartney with Stella McCartney's pre-fall collection

To celebrate the launch of the pre-fall pre-order, Stella McCartney launched the hashtag #StellaMcCATney, a reference to the collection's collaborator, who uses that handle on Instagram. Consumers are asked to share photos of their cats this summer using the hashtag, with choice images being shared by the brand.

Taking its feline affection a step further, Stella McCartney is using its position to raise awareness for PETA's spaying and neutering campaign. Large neon cats have been installed in the brand's windows, creating an eye-catching billboard for the cause.



This season we've gone cat crazy. To celebrate, it was only fitting to support a cause at the core of our values - @PETA. Larger than life neon cats have been installed in our windows globally to raise awareness of #Peta's latest campaign to spay and neuter cats in an effort to combat the animal overpopulation crisis. Please visit us in-store for more details and stay tuned for more on this initiative. Donate directly at peta.org/cats. #StellaMcCATney #StellaSupport

A video posted by Stella McCartney (@stellamccartney) on Jun 20, 2016 at 6:21am PDT

Before it teamed up with PETA for this initiative, the Kering-owned Stella McCartney brand recently came under fire

for the unethical treatment of animals.

PETA brought to the brand's attention that one of its 26 sustainable wool producers from Ovis 21 in Patagonia, Argentina was mistreating the sheep on its farm. Stella McCartney, the daughter of music icon Paul McCartney, has built her fashion brand through sustainability practices and without the use of any leather, fur or animal skins, causing this report to go against the label's core DNA.

Other brands, including Prada and Hermès, have seen negative reports from PETA about the treatment of animals used in the production of their garments and accessories. As opposed to other labels' responses to criticism from PETA, in which statements are issued via their brand channels only, Stella McCartney chose to release her statement on PETA's Web site ([see story](#)).

Working with PETA on its cat campaign in this manner reinforces the sustainable, vegan belief system the label was founded on.

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