

APPAREL AND ACCESSORIES

## Stella McCartney's comedic Clevercare series sends funny Earth Day message

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*Stella McCartney's Clevercare series*

By DANNY PARISI

Kering-owned Stella McCartney is taking a comedic look at environmentally-conscious clothing care while highlighting the high-quality and long-lasting clothes the fashion label offers.

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The "Clevercare" video series celebrates Earth Day April 22 with tips for how to maintain Stella McCartney clothes and ways to minimize a consumer's carbon footprint. The six-part series takes an unconventional approach for most luxury brands by making the films highly comedic in nature.

"In the same way many brands emphasize wardrobe staples like the cigarette-pant or the LBD, McCartney's series dips its toe into the notion that clothing can truly outlast its debut moment," said Cassie Schultz, media strategist at [Blue Moon Digital](#), Denver, CO. "From a branding perspective, Stella McCartney's campaign marries a heritage-brand idea: this is the last blazer you'll ever need, with the differentiating quality: these aren't your grandma's separates.

"What we have is important. Where fashion is a true investment, Stella McCartney wins."

Ms. Schultz is not affiliated with [Stella McCartney](#) but agreed to comment as an industry expert. Stella McCartney was reached for comment.

### Built to last

With Earth Day on the horizon, brands have the opportunity to set themselves apart from fast-fashion imitators by emphasizing the long-lasting and less wasteful quality of their products over cheaper alternatives.

While luxury thrives on new seasons and the latest looks, the other important aspect of luxury is that consumers are buying an investment when they buy a luxury piece, expecting it to last a long time.

This is the branding message that Stella McCartney is working on with its latest video series, Clevercare.



### *The Clevercare series*

In this series, two models demonstrate the different ways to take care of your clothing that has a lesser impact on the environment. Some of the tips include washing clothes less often or letting them air dry.

In doing so, Stella McCartney is putting the focus on the fact that its clothes are meant to last a long-time and are less wasteful than buying newer, cheaper clothes every season.

### Luxury and comedy

What is striking about the series is its tone. While many luxury marketing campaigns rely on evoking feelings of romance, splendor, edginess or even danger, the Clevercare series is noticeably funny compared to some overly serious marketing campaigns.

The two women deliver their lines in a cheesy, tongue-in-cheek way and the production quality of the videos themselves are intentionally meant to evoke low-budget films, similar to the comedic style of the sketch duo Tim and Eric.

While the comedic approach is certainly less common in the luxury world, Stella McCartney is not alone in this strategy. Miu Miu recently ran a campaign featuring the life of a comedian, although the short film itself was not necessarily comedic.

Stand-up comedienne Carmen Lynch takes the stage in Miu Miu's latest Women's Tales film written in partnership with herself and Ms. Sevigny. The eight-minute film takes a look at Ms. Lynch's day on the road, which is paired with clips from her standup set ([see story](#)).



### *The series takes a comedic approach*

Stella McCartney's light-hearted and intentionally lo-fi aesthetic for this new series could ease some of the pretension that can sneak into luxury marketing occasionally.

"Stella McCartney's series is the funhouse mirror into which the fast-fashion industry doesn't want to look," Blue

Moon Digital's Ms. Schultz said. "With a season comprising of a week, and the idea of 'on trend' lasting mere moments, most brands don't venture into the idea that their lines were made to last.

"McCartney's competitors launch beautiful ready-to-wear pieces that are made to impress, but only until fashion's next moment, the next fashion week, the next premiere," she said.

"At once self-conscious and playful, this series' tone hits the mark and answers the question, 'Can sustainability sell?' with a resounding 'Yes.' It doesn't have to be kitschy or granola, it can be beautiful and enduring."

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