

APPAREL AND ACCESSORIES

## Stella McCartney juxtaposes high-fashion, pollution in eco-conscious campaign

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*Stella McCartney's new campaign has strong environmental undertones. Image credit: Stella McCartney*

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By DANNY PARISI

British fashion label Stella McCartney is leaning into the environmental theme of water and the relationship human beings have with the planet in a new campaign for its summer 2018 collection.

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Kering-owned Stella McCartney is known for its adherence to strict ethical codes of sustainability and renewable resources. The latest campaign shows that Stella McCartney takes these ideas seriously and believes that enough consumers would resonate with the summer 2018 effort's underlying cause and theme.

### Water of life

Stella McCartney prides itself on a commitment to sustainability and ethical production of its goods.

This can be traced back to Ms. McCartney's personal commitment to animal rights and the brand's foregoing of animal products such as leather or fur in its clothing and accessories.

The concern for animals also extends to their habitats, and the brand's latest campaign is a testament to one of the most at-risk natural environments in the world: the ocean.

Through playful cinematography and visuals, Stella McCartney's latest campaign shows the beauty of the ocean as well as the detrimental effects humans have had on it.



*The collection's pieces are inspired by water as well. Image credit: Stella McCartney*

In a short video, models are shown wearing clothes from the brand's summer 2018 collection as they frolic on the shores of Sardinia, Italy and float in the water.

In one telling shot, a model is shown floating in the ocean surrounded by plastic bottles. Other shots include scenes of marine life and people playing in the water and enjoying a harmonious relationship with the sea.

This juxtaposition between positive relationships with the environment and the negative effects of pollution has a jarring effect, especially when accompanied by the lighthearted, rhythmic music that accompanies the campaign.

The clothes themselves are also inspired by the ocean, with clear blues and flowing silhouettes being a dominant theme throughout Stella McCartney's collection.

#### Environmental themes

The jarring juxtaposition of high-fashion with pollution and waste build-up has been featured in Stella McCartney advertising before.

Stella McCartney aligned ready-to-wear and waste in an advertising campaign centered on a sustainable message last year.

To promote its winter 2017 women's wear collection, the brand photographed its fashions against a backdrop of discarded items, making a point about the current culture of over consumption. An early luxury mover in sustainability, the brand often looks to inspire other labels and consumers to adopt greener habits ([see story](#)).

Similarly, Stella McCartney took a comedic look at environmentally-conscious clothing care while highlighting the high-quality and long-lasting clothes the fashion label offers last year.



*The shot of plastic bottles is only shown for a moment, but it has a strong impact. Image credit: Stella McCartney*

The "Clevercare" video series celebrated Earth Day on April 22 with tips for how to maintain Stella McCartney clothes and ways to minimize a consumer's carbon footprint. The six-part series took an unconventional approach for most luxury brands by making the films highly comedic in nature ([see story](#)).

But the brand has gone beyond just incorporating sustainable themes on a visual level and has begun including such ideas in every step of its production process.

Stella McCartney inked a partnership with a biotechnology company to advance and innovate the manufacturing of textiles.

The Kering-owned brand will work with San Francisco-based Bolt Threads to push fashion forward in regard to exploring alternative textiles and manufacturing techniques. Bolt Threads' approach aligns with Stella McCartney's dedication to sustainability and eco-friendly fashions by creating only fibers based on proteins found in the natural world ([see story](#)).

With its new summer collection, Stella McCartney is once again demonstrating that sustainability and environmentalism are more than just ideas to pay lip service to, but ideals worthy of pursuing at all levels.

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