

APPAREL AND ACCESSORIES

Stella McCartney looks to sustainability in effort to transform fashion

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Stella McCartney details sustainability practices with new hub. Image credit: Stella McCartney.

By BRIELLE JAEKEL

British fashion label Stella McCartney is shining a light on its behind-the-scenes practices as an eco-friendly business with a series of content pieces to inspire others.

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As more information becomes available in regard to the environment and how society has damaged the earth, many brands are taking a stance. Kering-owned Stella McCartney is hoping to negate the damage humanity has done to the earth with an appeal to those who share its same values in a new campaign that highlights brand practices with a series of videos and a new digital hub.

"Campaigns such as this are super important as Stella McCartney has led the way for years, as both a brand and an individual," said Diana Verde Nieto, cofounder and CEO of [Positive Luxury](#), London.

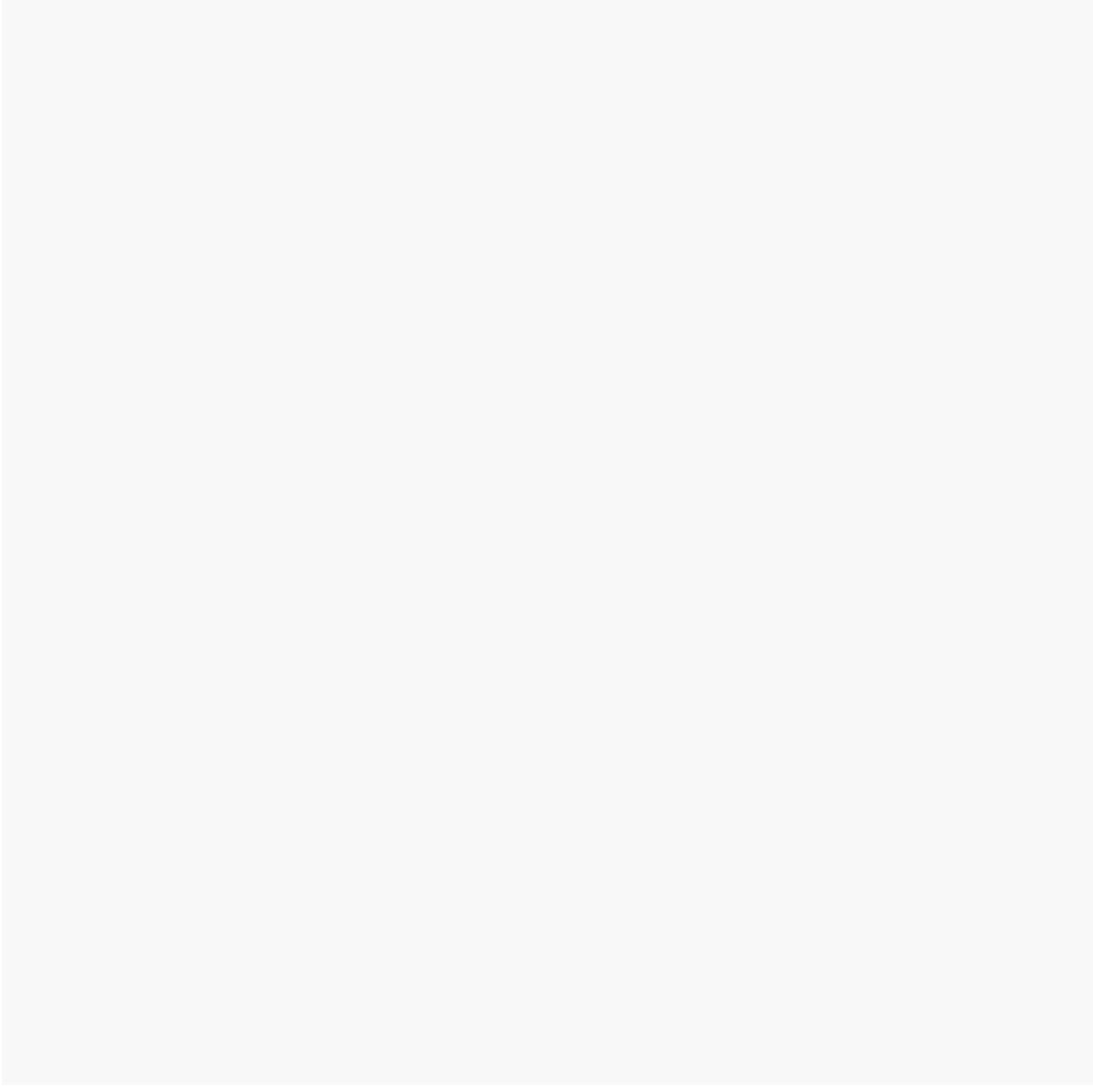
"So much so that this is more than just a campaign, it's embedded in the DNA of her brand," she said. "Stella started off cruelty-free inspired by her mother, Linda, who strongly advocated vegetarianism and famously campaigned for animal rights so it's natural that Stella has built the brand on this ethos."

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

Crusader for the Earth

Stella McCartney is taking its business practices such as using certified organic cotton, adopting a fur-free policy, animal cruelty prevention and using recycled materials to reduce consumption to consumers.

The brand's "World of Sustainability" campaign details these initiatives on a dedicated Web page and short, artful videos shared on social media. Sustainability is key in attracting affluents who are passionate about saving the planet.



If there is an opportunity to do better, let's do it..! Organic farming works with nature, rather than against it which is why we use organic cotton to create products in a way that enriches the environment and improves conditions for farmers. Discover more about our World of Sustainability via the link in our bio, shot by Viviane Sassen (@vivianesassenstudio) . #StellaCares #StellaMcCartney #StellasWorld

A post shared by Stella McCartney (@stellamccartney) on Jan 22, 2018 at 10:35am PST

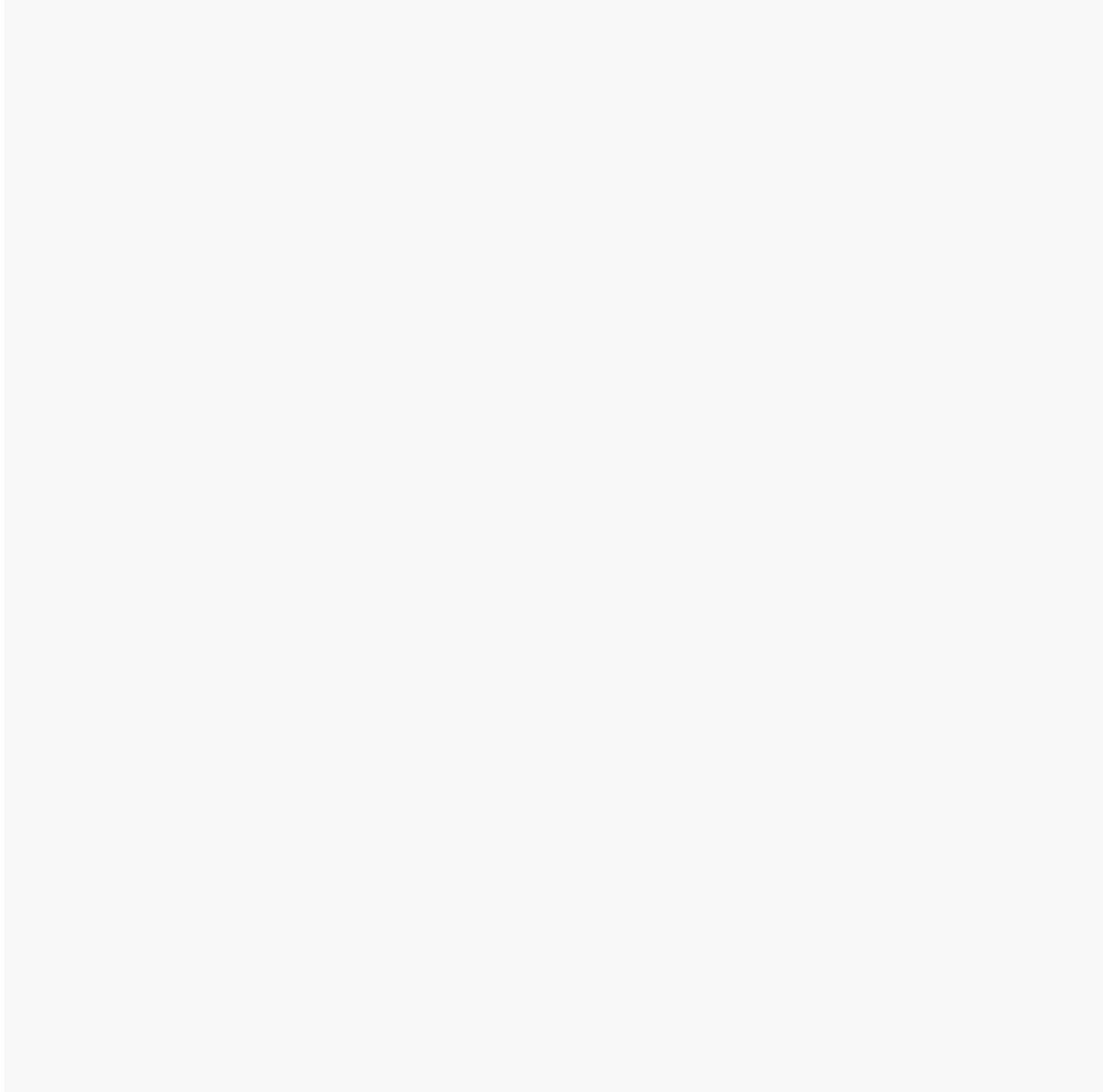
For instance, Stella McCartney's "Respect for Animals" film depicts a white horse alongside a woman, as the shadow of her hand is cast over the horse. The woman embraces the animal and the video continues to showcase the two beings together in nature.

A caption alongside the video explains that 85 percent of the fur industry comes from fur factory farms and that there is a way to create luxury fashion without committing cruelty.

Another piece of content discusses the importance of a positive impact on human beings saying, "The future of fashion relies on mankind, from the people who make our clothes and the farmers who grow the crops, to our employees and even you! We want to ensure a positive impact for the people we depend on and those who depend on us in return."

A third video, "Respect for Nature," shows a woman walking around without clothes in nature. The video shows the woman caress the plants and elements of the surrounding environment.

Stella McCartney claims it searches for as many sustainable materials as possible to help preserve the planet. The brand's digital hub details its use of regenerated cashmere to reduce waste to protect cashmere-producing animals.



We believe in respecting the environment and working with nature and by continuing to source as many sustainable materials as possible, we hope to enrich the environment and protect it for the future. Find out more about how we use regenerated cashmere, sustainable viscose and organic cotton to do this in the new World of Sustainability, live now via the link in our bio! Film shot by Viviane Sassen (@vivianesassenstudio)..

#StellaMcCartney #StellaCares #StellasWorld

A post shared by Stella McCartney (@stellamccartney) on Jan 22, 2018 at 7:09am PST

The fashion label also sources fibers from forests in a way that safeguards its environment and is increasing the amount of certified organic cotton it uses in its designs.

Also, Stella McCartney notes that it plans to create a more "circular economy" for the fashion industry by recycling nylon, polyester and various metals.

Sustainability in fashion

Stella McCartney has a long-standing relationship with sustainability.

Recently, the brand jumped into the environmental theme of water and the relationship human beings have with the planet in a new campaign for its summer 2018 collection.

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 ([see more](#)).

As many brands in the fashion industry look to join this cause, it becomes more important than ever as affluent consumers want to purchase from manufacturers who abide by these practices.

If the fashion industry continues to improve its environmental and social performance, approximately 160 billion euros, or \$174 billion at current exchange rates, would be added to the global economy by 2030, according to a report from Boston Consulting Group.

BCG's first edition of the "Pulse of the Fashion Industry" report is in collaboration with the Global Fashion Agenda, a nonprofit initiative seeking to transform the way fashion is produced and consumed. The report is a temperature check of the fashion industry's environmental and social performances, two concepts that are becoming increasingly important for consumers as they shop ([see more](#)).

"What's really applaudable is that, as a luxury brand, Stella keeps working towards finding a way to close the loop," Positive Luxury's Ms. Verde Nieto said. "This is brilliant news for the brand and for the industry."

"I think that transparently communicating her intentions and responsible practices is something that most brands should now be doing," she said. "After all, today's socially-aware consumers are increasingly demanding that companies communicate their positive actions clearly and authentically in a language they can understand."

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