

APPAREL AND ACCESSORIES

Stella McCartney cleans up local beaches, rivers for World Oceans Day

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Stella McCartney offers its Trashion bags for free. Image credit: Stella McCartney

By STAFF REPORTS

Fashion label Stella McCartney is calling on consumers to get involved in their local communities to clean up nearby beaches and rivers as part of its on going commitment to sustainability.

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For World Oceans Day on June 8, the fashion label is giving away its recycled Stella Trashion bags at select stores across the world. The brand hopes it will inspire consumers to join local charity beach and river clean ups.

"World Oceans Day is a time to remind ourselves just how essential our oceans are and to make a difference no matter how small in how we protect them," said the brand in a statement. "We think that charity-organized beach and river clean ups internationally are a great way for communities to come together and collectively act on a shared love of the environment.

"Plastic pollution in our rivers and oceans has become an increasingly urgent issue. We are hopeful that by raising awareness and inspiring people to get involved in environmental movements, we can begin a positive chain effect that will result in change for the better."

World Ocean Day

Stella McCartney is hoping to make a difference in the world's oceans with its participation in World Oceans Day.

The brand has listed several organizations that consumers can get involved in to make a difference such as Sea Shepherd, HK Clean Up and the Rendu Ocean.

In its own area, Stella McCartney is working with local charity Thames21, having its London-based employees participate in a river cleanup.

Garbage from the London cleanup will be recycled into the adidas by Stella McCartney collection.

Thames21's goal is to bring neglected rivers and canals back to life and help sustain wildlife.

The Trashion bag giveaway across the world is to equip consumers with a bag to help with trash cleanup. Locations in Milan, New York, Los Angeles, Hong Kong, Paris, Tokyo and London are just a few of the stores participating.



Stella McCartney pushes local beach cleanups. Image credit: Stella McCartney

Stella McCartney greatly values sustainability.

For instance, in honor of Earth Day, Stella McCartney and secondhand marketplace The RealReal teamed up to promote more sustainable buying habits.

Expanding on their existing partnership, the two kicked off a multichannel movement aimed at inspiring consumers to buy higher quality items that can have a lifespan after them. Fashion is a significant contributor to landfills, with the average U.S. consumer discarding 70 pounds of textiles per year, calling for a change toward more mindful consumption ([see more](#)).

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