

APPAREL AND ACCESSORIES

## Stella McCartney highlights sustainability, natural beauty in nostalgic campaign

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*The Winter 2018 campaign is set in Campbeltown in Scotland. Image credit: Stella McCartney*

By DANNY PARISI

British fashion brand Stella McCartney has headed to the highlands of Scotland for its winter 2018 campaign.

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The campaign features lush photography and video set in the natural landscapes of Scotland, featuring models frolicking in the meadows to a frenetic bagpipe score. This effort marries the brand's eponymous founder's sense of design with her commitment to preserving the environment and nature.

"The Winter 2018 Stella McCartney campaign paints a portrait of the brand's target customer: She seems to be a free-spirited woman who enjoys nature, is able to find joy in activities that stem from tradition, embraces the rituals that allow her to enact the Scottish heritage and partakes in traditions that have survived through centuries," said **Thomai Serdari**, a professor of luxury business marketing at New York University, New York. "She looks very much of that place even though she may come from everywhere."

### Winter campaign

Stella McCartney has always prided itself on being a brand that is committed to stewarding the environment and developing sustainable materials and products.

For the brand's winter 2018 collection and campaign, Stella McCartney reaffirmed that commitment with a campaign that focuses on the natural beauty of the world and the symbiotic relationship that humans have with the planet.

In a short video, the brand frames models wearing pieces from the new collection as they prance and play in the Scottish countryside.

Additionally, the campaign features a bagpipe performance by musicians from Kintyre School in Scotland.

The rolling hills and meadows of Scotland play a major role in the actual content of the short film.



*Bagpipes feature heavily in the campaign. Image credit: Stella McCartney*

Ms. McCartney has a deep affection for Campbeltown, where the campaign was filmed, as it is where she grew up as a child.

She wanted to emphasize the textural, soft and natural looks of the collection by placing them alongside the natural beauty of the Scottish countryside.

The campaign is the brand's second collaboration with British photographer Johnny Dufort, who highlighted the sustainable forestry of the Scottish highlands as an explicit complement to the soft yet durable pieces created for this collection.

#### Natural beauty

Stella McCartney's commitment to preserving the environment goes beyond just highlighting scenic natural landscapes in its campaigns.

For example, Stella McCartney called 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.

For World Oceans Day on June 8, the fashion label gave away its recycled Stella Trashion bags at select stores across the world. The brand hoped to inspire consumers to join local charity beach and river clean ups ([see story](#)).

Additionally, in honor of Earth Day in April, 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 story](#)).

The brand also furthered its embracing of alternative materials through the use of mushroom-derived faux leather.



*The collection uses natural and synthetic materials. Image credit: Stella McCartney*

As the fashion industry looks to lower its environmental footprint, biotechnology company Bolt Threads launched a more sustainably produced faux leather. An early adopter of vegetarian textiles, Stella McCartney has shown an openness to experiment with new, more eco-friendly fabrics, a strategy it continued with this latest Bolt Threads partnership ([see story](#)).

Similar synthetic materials are used in the new winter 2018 collection.

"Perhaps the strongest point of this campaign is the focus on nature—nothing seems too aggressive, forceful, or contrived," Ms. Serdari said. "On the contrary, everything is in alignment with the environment, the Scottish landscape, its flora and fauna, but also its people.

"Sustainability is a concept that has for too long been perceived as focusing on materials and methods exclusively but we should not forget that it focuses equally on people and their quest for growth in traditional environments. This campaign brings out both the creative director's sensibilities in the form of a poetic assemblage of reminiscences but also the brand's commitment to preserving our planet's regional ecosystems."

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