

APPAREL AND ACCESSORIES

Stella McCartney plants awareness for Indonesian forest

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Forest cover in the Leuser Ecosystem in Sumatra, Indonesia. Photo by Paul Hilton for Rainforest Action Network

By STAFF REPORTS

British fashion label Stella McCartney is mobilizing consumers to bring attention to the at-risk Leuser Ecosystem in Sumatra, Indonesia.

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In a social media campaign dubbed #ThereSheGrows, the brand is inviting followers to dedicate a tree to their loved one to plant an actual tree in the forest. Brands often use their reach and their fan base to align with consumers for a common cause, allowing for a connection that extends beyond commerce.

A tree grows in Sumatra

Sustainability is central to the Stella McCartney brand. The vegetarian fashion label frequently partners with environmental organizations, taking its approach beyond its own designs.

As part of an ongoing relationship with NGO Canopy that began in 2014, Stella McCartney is launching #ThereSheGrows.

Consumers are invited to share the name of a loved one or themselves on social media, and the brand's eponymous designer will make a donation in their name to the Leuser Ecosystem.

Kicking off the campaign, the brand shared Instagram videos of celebrities including Gwyneth Paltrow, Drew Barrymore and Jimmy Fallon offering their own dedications to important people in their lives, such as parents or children.

[View this post on Instagram](#)

Hi everyone... Today is the day for me to donate and for you to dedicate... For us all to join forces to remember we are all one... All connected... So as part of Stella McCartney Cares Green foundation, I will make a donation to @CanopyPlanet in the name of someone you choose to protect the endangered #LeuserEcosystem. Dedicate a tree to them and give me a little reason why they're your choice with #ThereSheGrows and we can all start a challenge to bring awareness to this area in need of protection. Our planet needs us... We need it... And we can have a bit of fun in the process! We will start here and we can all end together in Paris on March the 4th with some sustainable fashion to celebrate one voice and one love x

A post shared by Stella McCartney (@stellamccartney) on Feb 21, 2019 at 11:46am PST

Instagram post from Stella McCartney

The Leuser Ecosystem is a 6.5 million-square-acre forest that is endangered due to logging and development. Among the species that live there is the Sumatran orangutan, which the World Wildlife Foundation identifies as critically endangered.

Stella McCartney's partner in the campaign Canopy works to reduce and eventually eradicate the use of endangered forests for fabric sourcing.

Viscose, a fabric made of wood pulp, has grown in popularity in recent years. Today, it is used for applications beyond apparel, including bedding.

Canopy, which also counts Kering and Nordstrom among its partners, is working with producers to innovate the textile. Viscose has been made out of everything from recycled fibers to agricultural residue, giving the material less of an ecological impact ([see story](#)).