

APPAREL AND ACCESSORIES

## Stella McCartney, Google partner for fashion sustainability project

May 15, 2019



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

By STAFF REPORTS

British label Stella McCartney is working with technology giant Google to help the fashion industry become more sustainable.

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Through a pilot program, Google will be building a data analytics tool to assist brands in gaining an understanding of the environmental impact of their supply chains. As brands strive to be more eco-friendly in their production, the raw material stage is often difficult to measure, something that Stella McCartney and Google are looking to change.

### Transparency through technology

The fashion industry has a significant impact on the environment. Fashion production accounts for 25 percent of all wastewater and 10 percent of carbon emissions globally.

Google notes that there is a lack of data available for brands at the raw material stage of their supply chains, largely due to the fragmented nature of sourcing.

Using Google Cloud, the partners will be launching a tool that leverages machine learning and data analytics to provide a more holistic view of brands' supply chain impact. In addition to investigating the overall impact, the study will look at the differences in impact for different regions.

For this first phase, the test program will be focusing its study on cotton and viscose.

While Stella McCartney is the first brand to align with the program, the plan is to eventually build a tool that can be used by the entire fashion industry. Google is working with brands, NGOs and experts to widen the scope of the data project.



*Stella McCartney has long been focused on its environmental impact. Image credit: Stella McCartney*

"At Stella McCartney we have been continuously focusing on looking at responsible and sustainable ways to conduct ourselves in fashion, it is at the heart of what we do," said Stella McCartney, eponymous founder of the house, in a statement. "We are trying our best we aren't perfect, but we are opening a conversation that hasn't really been had in the history of fashion."

While luxury labels are among the fashion industry's frontrunners in sustainability, these companies are facing challenges to achieve additional progress and impact.

A report from the Boston Consulting Group and the Global Fashion Agenda found that luxury brands have improved their sustainability performance. Despite improvements in the overall fashion industry's sustainability, the report notes that there is still room for improvement ([see story](#)).

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