

APPAREL AND ACCESSORIES

Stella McCartney touts togetherness in Beatles-themed collection

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Stella McCartney's *All Together Now* collection. Image credit: Stella McCartney

By STAFF REPORTS

British fashion label Stella McCartney is translating the themes of a classic Beatles film for today's audience in a collection and campaign featuring a quartet of up-and-coming musicians.

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After seeing a remastered version of "Yellow Submarine" last year, Ms. McCartney was inspired by the film's message of togetherness and decided to create a line based on the 50-year-old movie. While the movie was made half a century ago, Ms. McCartney sees a retained relevance for its lessons.

"It affected me in a way I just wasn't expecting," Ms. McCartney said in a statement. "Especially this idea of connecting people and bringing people together politically this message has never been more relevant. So, I came out and I was like I have to do something."

Animated apparel

Ms. McCartney has a personal connection to the film, as the daughter of Beatles singer-songwriter and guitarist Paul McCartney.

The All Together Now collection features imagery from the animated movie as well as the likenesses of the Beatles on jackets, shirts, dresses and sweaters. German artist Heinz Edelmann hand drew the film's colorful animations.

Taking inspiration and artwork from the original, the campaign for the collection features four musicians coming together for a psychedelic journey in Sergeant Pepper Land.

The Beatles look on from their submarine portholes as Oscar Jerome, Keyah/Blu, Joy Crookes and Femi Koleoso sing, rap, play a drum set or jam on a guitar.

Stella McCartney's All Together Now campaign

Stella McCartney is retailing the collection in-store and online.

The Beatles' influence is still strong, leading other luxury brands to point to their shared history with the musicians.

Fairmont The Queen Elizabeth in Montreal celebrated its part in history with a series of on-location events hosted by British television personality Genevive Borne.

The hotel spotlighted the 50th anniversary of when the late Beatles singer John Lennon and his wife Yoko Ono conducted a protest of the Vietnam War. The couple recorded the famous song "Give Peace a Chance" while remaining in bed at the Fairmont Queen Elizabeth, where this year events were held such as a photography exhibit, guided tours and a Peace & Love party ([see story](#)).

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