

APPAREL AND ACCESSORIES

## LMVH, Stella McCartney establish partnership

July 15, 2019



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

---

By STAFF REPORTS

Luxury group LVMH and British fashion label Stella McCartney have reached an agreement in a mutually beneficial arrangement.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Stella McCartney hopes to seek greater development on a global scale with the LVMH partnership. The founding designer will continue to hold the majority ownership of the label as LVMH invests and will also remain in her position as creative director and ambassador.

### Moving with McCartney

With this partnership, Ms. McCartney will help LVMH grow its sustainable practices as she takes on a special sustainability advisor role to chief executive Bernard Arnault. This is in addition to her roles at Stella McCartney.

"I am extremely happy with this partnership with Stella," Mr. Arnault said in a statement. "It is the beginning of a beautiful story together, and we are convinced of the great long-term potential of her house."

"A decisive factor was that she was the first to put sustainability and ethical issues on the front stage, very early on, and built her house around these issues," he said. "It emphasizes LVMH Groups' commitment to sustainability."

"LVMH was the first large company in France to create a sustainability department, more than 25 years ago, and Stella will help us further increase awareness on these important topics."



*Stella McCartney dives into bridal design. Image credit: Stella McCartney*

News of this agreement comes after Stella McCartney reached an agreement with Kering, which owned 50 percent in stock of her eponymous brand, to transfer complete ownership over to Ms. McCartney last year.

The sale saw Ms. McCartney become the sole owner of the Stella McCartney brand and the label's departure from the Kering stable of brands ([see story](#)).

"Since the announcement of my decision to take full ownership of the Stella McCartney brand in March 2018 there have been many approaches from various parties expressing their wish to partner and invest in the Stella McCartney House," Ms. McCartney said in a statement. "While these approaches were interesting, none could match the conversation I had with Bernard Arnault and his son Antoine.

"The passion and commitment they expressed towards the Stella McCartney brand alongside their belief in the ambitions and our values as the global leader in sustainable luxury fashion was truly impressive," she said. "The chance to realize and accelerate the full potential of the brand alongside Mr. Arnault and as part of the LVMH family, while still holding the majority ownership in the business, was an opportunity that hugely excited me.

"Partnering with Mr. Arnault, his family and LVMH is a big step for me and my family, but also the team at Stella McCartney. The brand has achieved so much since its launch, and this new partnership with LVMH is recognition of that work, but this I feel is just the start, and I look forward to a brilliant future together."

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.