

APPAREL AND ACCESSORIES

Stella McCartney unveils repurposed capsule collection

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The new collection uses upcycled materials and is comprised of chic and modernist pieces. Image credit: Stella McCartney

By LUXURY DAILY NEWS SERVICE

British fashion brand **Stella McCartney** is starting the new year with the launch of a capsule collection made from repurposed and upcycled materials.

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Marking an attempt to combine British design with circular ingenuity, the #23Old Bond Street limited edition is a modernist sustainable line inspired by the brand's Runway collection. Pieces from the collection were first introduced last month by singer Taylor Swift on the cover of her *Evermore* album.

Heritage of sustainability

Loose and informal, the sweaters, jackets and dresses in the capsule's ensemble are each sustainable one-offs made from repurposed materials to "maximize desire while minimizing waste."

Garments also contain a note from Stella McCartney stitched inside and the collection adheres to Ms. McCartney's A to Z Manifesto, a blueprint of her intentions about fashion.



Ms. McCartney's eponymous brand is one of 32 fashion companies joining forces to tackle environmental issues. Image credit: Stella McCartney

The collection can be viewed via virtual store appointments at 23 Old Bond Street, the brand's London flagship.

A crusader for eco-consciousness, Ms. McCartney is on a mission to spread the message of sustainability.

Her eponymous brand is one of the 32 fashion companies joining forces to tackle environmental issues such as climate change, biodiversity restoration and ocean protection, seeking to scale up their individual efforts with common objectives.

Led by luxury group Kering, under the mandate of France's President Emmanuel Macron, the Fashion Pact launched during a G7 meeting in 2019. While each of the pact participants has their own environmental initiatives, the project aims to leverage strength in numbers to enact change through the private sector ([see story](#)).

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