

APPAREL AND ACCESSORIES

Stella McCartney humorously envisions world of animal equality

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In the Stella McCartney autumn 2021 campaign, all humans and animals roam the earth equally. Image credit: Stella McCartney

By KATIE TAMOLA

British fashion brand Stella McCartney is enlisting the help of some furry friends to showcase its autumn 2021 collection.

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The "Our Time Has Come" mockumentary-style campaign follows a cast of animal-human hybrids, living as equals in our society. Narrated by British comedian David Walliams, the short film hilariously explores a world of euphoria and equality, where animals and humans alike are able to sport the latest Stella McCartney collection.

"The Stella McCartney brand has always been about respect to the environment and so far, we have mainly seen the brand focusing on messages about protecting, preserving and restoring the planet earth in addition to having committed to rejecting any type of animal cruelty," said Thoma Serdari, director of fashion and luxury MBA at [NYU Stern](#) and author of *Rethinking Luxury Fashion*, New York. "This time, Stella McCartney moves beyond the earlier messages by offering a vision of a truly inclusive world, a world in which all creatures, including humans, can live in harmony.

"Deliberately humorous, this mockumentary is entertaining and proves that the brand may have a very serious message but does not take itself too seriously," she said. "On the contrary, the brand continues its long tradition of presenting fashion as a fun industry that supports creative expression."

Our Time Has Come

The short opens with animal-human hybrids walking happily and stylishly across a stretch of yellow flowers, with four large and plush bear heads resting atop four human bodies.

"We observe animals living amongst humans, making moves to reclaim their rightful place," Mr. Walliams' voiceover says.

These animals are quite fashionable

He then explains that in this world, creatures of all classifications bears, birds, humans are all treated equally. The four bears then dance among the flowers, sporting looks including a salmon down coat, a long plush coat and

more.

Mr. Walliams continues his matter-of-fact observations as a wolf in an all-gray ensemble walks by and a poodle, armed with a taupe handbag, rides a bicycle. The shot then cuts to two birds fighting over a black Falabella bag.

Every moment of the film is vivid with color and humor.

Although the film is clearly comical and lighthearted, it is a reminder of Stella McCartney's 20-year history as a vegetarian, leather-, skin- and fur-free brand.

The new collection includes sweatshirts, sweatpants, sneakers, boots, new versions of the Falabella bag, dresses, jackets and more. Eighty percent of the materials used in the collection are eco-friendly, including Econyl recycled nylon, Koba faux fur, forest-friendly viscose, sustainable beechwood and various old-stock fabrics.

Stella McCartney is also offering the Animal Reality (AR) experience, which can be launched on mobile. The brand's retail spaces are also featuring exclusive digital moments exclusively discoverable in-store.



The autumn 2021 collection includes sweatshirts, dresses and more. Image credit: Stella McCartney

In honor of the campaign, Stella McCartney is partnering with [Humane Society International](#) (HSI), an organization that promotes animal rescue and safety while fighting animal cruelty worldwide. The partnership is urging consumers to sign the HSI's Stop Deadly Fur petition.

"We are thrilled to partner with her on this exciting new initiative calling for a global end to fur cruelty," said Jeffrey Flocken, president of HSI, in a statement. "Millions of animals on fur factory farms endure deprivation and pain for the fur trade, and animals trapped and drowned in the wild suffer terribly too simply for fashion items no one needs."

Envisioning a fur-less future

Several fashion brands are continuing to ponder vegetarian and fur alternatives as consumers continue to prioritize sustainability and environmental efforts.

In March, Stella McCartney created a new set of leather-alternative garments made from lab-grown, vegan mushroom leather, highlighting the world's first-ever Mylo garments, furthering its partnership with Bolt Threads. The two products from the partnership, a black bustier top and utilitarian trousers, are not currently available for sale but are the latest example of what Stella McCartney believes to be the future of its fashion offerings ([see story](#)).

Italian fashion label Gucci is introducing a new animal-free, plant-based material as it pushes for sustainable innovation.

Made in Italy, Demetra is described as a new luxury material that is soft, durable, pliable and supple. Three sneaker models are the first Gucci pieces made with Demetra, but it is versatile enough to be used for several product categories ([see story](#)).

The newest effort from Stella McCartney is a unique and entertaining reflection of brand values, including advocacy for animals.

"There is no better way to show respect to the animal kingdom other than by incorporating a variety of animals in the brand's storytelling and giving them a position of equality and independence in this short spot," Ms. Serdari said. "The brand's positioning as a leader in sustainability is sealed with the evident commitment to not harm animals and to additionally consider them as distinct entities who rightfully live amongst us."

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