

APPAREL AND ACCESSORIES

## Stella McCartney calls for fur ban at COP26

November 3, 2021



*Stella McCartney showcased several fur alternatives, including Mylo, a soft, substantial, sustainable leather alternative made from mycelium. Image credit: Stella McCartney*

By LUXURY DAILY NEWS SERVICE

British fashion designer Stella McCartney is advocating for an outright fur ban at the [2021 United Nations Climate Change Conference \(COP26\)](#).

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

Expunging the use of fur has always been a cause dear to the designer's heart, as the animal byproduct has never been used in her own luxury fashion label. Ms. McCartney, founder of her eponymous fashion label, has unveiled an exhibition in honor of the event ([see story](#)), showcasing materials she has been working with that she believes operate as ethical animal alternatives.

Advocacy for animals

Ms. McCartney's exhibition is entitled "Future of Fashion" and was put on display at the Kelvingrove Art Gallery and Museum in Glasgow.

[Women's Wear Daily](#) reports that some of the materials the designer is showcasing include Bolt Threads' Mylo mycelium leather; vegan football boots that were created by Paul Pogba and Adidas by Stella McCartney; regenerative cotton from Soktas; and Econyl regenerated nylon sourced from post-consumer waste and ocean plastics.

Fashion designer [@StellaMcCartney](#) puts sustainability at the forefront of her collections.

The Prince of Wales today viewed a fashion installation by the brand that showcases next generation, sustainable materials. [#COP26 pic.twitter.com/fLDSVuHOgt](#)

The Prince of Wales and The Duchess of Cornwall ([@ClarenceHouse](#)) [November 3, 2021](#)

*Stella McCartney also met with Charles, the Prince of Wales*

"The world's eyes will be on COP26 and the decisions made by those present will have ramifications for

generations to come," Ms. McCartney said in a statement.

"We must act now before it is too late," she said. "My goal is simple: increase private investment, government incentives and innovation, and reduce environmental impacts."

As sustainability remains a top concern among global luxury consumers, increasing numbers of fashion brands and retailers are ceasing the production and distribution of animal materials.

The newest member of the fur-free club, U.S. department store Neiman Marcus, has committed to eliminating animal fur from its assortment by 2023 through its Animal Welfare Policy ([see story](#)), further emphasizing the new standard for fashion and retail. While bans on fur and exotic leather materials have been scorned by some luxury players, consumer values and demands are rapidly changing, and fur-free is transforming from a movement into a pillar of fashion ([see story](#)).

---

© 2021 Napean LLC. All rights reserved.

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