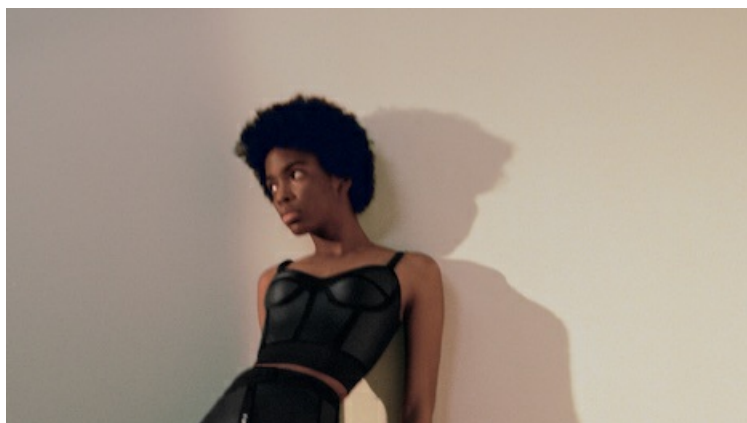


SUSTAINABILITY

Stella McCartney launches \$200M fund for sustainable business

August 9, 2022



Mylo is a soft, substantial, sustainable leather alternative made from mycelium. Image courtesy of Stella McCartney

By LUXURY DAILY NEWS SERVICE

British fashion house Stella McCartney is partnering with [Collaborative Fund](#) to invest \$200 million in environmentally sustainable businesses, founders and solutions.

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Named S.O.S., the collaborative initiative intends to support entrepreneurs who are developing new materials, ingredients, energy sources and supply chains that will ultimately help the environment. Collaborative Fund has already invested in teams that are working on kelp-derived yarn, vertical farming and biocoatings that extend the shelf life of produce.

Investing in the future

For the last 10 years, Craig Shapiro, founder of Collaborative Fund, has been investing in companies that aim to provide sustainable solutions in business, such as Sweetgreen, Beyond Meat, Blue Bottle Coffee, Commonwealth Fusion, Brimstone and more.

Now, with Stella McCartney, it is looking to invest even further into the green business space.

We're so proud to team up with [@StellaMcCartney](#) on Collab SS.

Beyond her work as an incredible designer and entrepreneur, Stella is an environmental activist, a champion of animal rights, a lifelong vegan, a pioneer in sustainable materials, and a stellar human being. pic.twitter.com/jRhHfFms4M

Craig Shapiro (@cshapiro) [August 8, 2022](#)

The British brand just released its highly anticipated plant-based alternative leather accessory the Frayme Mylo handbag.

A champion of animal and human welfare, Stella McCartney is constantly pushing the envelope on fashion sustainability. Made from mycelium, a mushroom-based material, the brand's newest bag is making a major statement in the fashion world by welcoming alternative materials into the standard luxury space ([see story](#)).

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