

FRAGRANCE AND PERSONAL CARE

Stella McCartney, LVMH launch new skincare line

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After several years, the house is once again trying its hand at skincare. Image credit: Stella McCartney

By LUXURY DAILY NEWS SERVICE

British fashion designer **Stella McCartney** and her ready-to-wear brand's minority partners at LVMH are shifting attention to beauty with the launch of a new direct-to-consumer skincare line called Stella.

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With just three products cleanser, serum and cream Ms. McCartney is staying true to her sustainable roots with a minimalist approach to the new beauty venture. Quintessentially Stella, the line is cruelty-free and certified vegan.

"I want less, and I want it to work," Ms. McCartney said in a statement. "I want it to be honest and to complement my way of thinking, and of living life.

"I obviously wanted to do the cleanest skin care that we could do in luxury, the purest of the pure."

About face

Reports state that Ms. McCartney's childhood memories of time spent on her family's farm in western Scotland helped impact her ideas for the line.

With sustainability at every corner of the collection, the ingredients are made from upcycled food waste such as squalene and cherry blossom extract. All the ingredients are from northern Europe.

Developed by famed perfumer Francis Kurkdjian, the line's scent features clove leaf, pine resin and mentholated eucalyptus as chief notes.

Products also include organic rock samphire. The packaging entails recyclable pouches made from wood waste that fit inside recycled glass bottles and jars.

The cream retails at \$105, with the refill costing \$85; the cleanser is \$60 and its refill is \$45; and the serum comes in at \$140, with a refill at \$110.

Ms. McCartney's line, which launches this month on stellamccartneybeauty.com, falls under a newly-established, dedicated luxury beauty division from LVMH.

The conscious entrepreneur's latest venture plans to donate one percent of net sales to Wetlands International, an NGO preserving the peatlands, or the Earth's largest carbon store covering nearly a quarter of Scottish land.

Beauty aside, Stella has had its hands in many exciting ventures and collaborations as of late.



Adidas by Stella McCartney is available in stores and online. Image credit: Stella McCartney

British fashion house Stella McCartney and lifestyle and athletic brand Adidas have teamed up to drop a new collaborative collection of athleticwear, Adidas by Stella McCartney.

Promoted under the campaign title, "Move with Purpose," the collection is intended for those who want to sweat and move in style. It also includes a maternity collection dedicated to new and expectant mothers who want to feel and look their best ([see story](#)).

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