

APPAREL AND ACCESSORIES

## Stella McCartney homages American artists and actors in new drop

September 28, 2022



"Stranger Things" star Sadie Sink is Stella McCartney's new leading lady. Image credit: Stella McCartney

By AMIRAH KEATON

British fashion house Stella McCartney is bringing art patronage full circle in a new campaign featuring a surprise face.

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American actress Sadie Sink is front-and-center as part of the brand's winter 2022 "Stella By Stella" campaign. Inspired by American painter and sculptor Frank Stella, ranch-themed visuals aptly nod to nature, boding well with the luxury knitwear collection's eco-friendly tilt.

"Conscious fashion, art, nature, animals, music... this shoot was quintessentially Stella and brought together so many elements and people who I love," said Ms. McCartney, in a [statement](#).

"It almost felt like a family on the shoot, and that playfulness and energy translates into the iconic visuals Theo captured of Sadie wearing our Frank Stella pieces."

Stella meets Sadie

"Stella By Stella" presents an ode to an important artist, all the while celebrating the spirit of a rising one.

Shot by friend of the designer and American photographer Theo Wenner in their first-ever creative collaboration, Ms. Sink wears pieces from the brand's latest collection, created as sculptural reinterpretations of the artist Mr. Stella's works.

The collection embraces "V Series (1968)," "Spectralia (1994)," "Ahab From the Waves (1998)" and "Swan Engraving II (1982)" in graphics, texture and shape, on display in a series of new campaign shorts.

The "Stranger Things" actress' fun, adventurous spirit is captured at The Ranch, a 26-acre gallery and working horse farm in Montauk, New York. The space houses an art exhibit for the creative at the center of Ms. McCartney's campaign.

Digital content is also notably set to the familiar sound of Ms. McCartney's own father. Paul McCartney's track "Live and Let Die" is used in the campaign and heard for the first time in a fashion context.

Ms. Sink's affinity for animals appears full throttle amid one spot.

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A post shared by Stella McCartney (@stellamccartney)

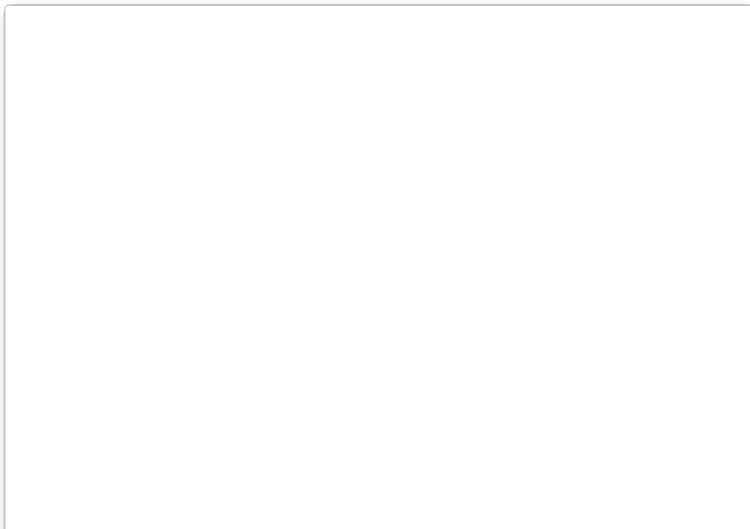
In it, the actress lays her red head upon an auburn horse of identical tone.

In branded gear, she gazes through thick-rimmed black eyeglasses toward the camera with a pleased expression affixed before numerous wide shots catch Ms. Sink's intimate interactions with the gentle giant. The resonate soundtrack of English rock backs each move.

For this portion of the campaign, Ms. Sink is seen in "Stella By Stella" Falabella Pins glasses, comprised of bio-acetate frames and bio-lenses that use natural, renewable materials. The former material derives over 68 percent of its organic carbon content from wood and cotton seeds, alongside plant-based plasticisers, lowering production's reliance on petroleum.

She has been styled in a velvet organic cotton denim sweetheart top and sleek workwear trousers. The plant-based material uses less water than its conventionally-tapped counterpart, and is cultivated sans chemicals.

The stars soon switch locations within the East Hampton town. Another band of assets are set at both John's Drive-In ice-cream parlor and Atlantic Avenue Beach, where Ms. Sink is seen enjoying her adolescence soaking up the sun and hopping aboard Mr. Stella's contraptions, in a suit set which features his "Spectralia (1994)" print.



[View this post on Instagram](#)

A post shared by Stella McCartney (@stellamccartney)

At the ice cream shop, Ms. Sink dons the brand's Frayme bag, made of a solvent-free vegan alternative to animal leather and fur. The purple variety seen on the star touts recyclable chains, as do all.

Works from Mr. Stella's archive acted as muses of sorts for Ms. McCartney, who turned pragmatic staples into effortlessly wearable art for women who double as creators and collectors, according to the brand.

The sentiment of care for the environment and its offspring is certainly shared between designer and campaign subject, as Ms. McCartney, a longtime animal rights activist, explained.

"She and I have so much in common in our love of nature and Earth's animals, but also a shared sense of empathy and ethics in how we live our lives," she said.

#### Fashion fusions

Art-inspired collections are no new territory, yet fashion's reverence for the category seems to be growing stronger with each new release.

French couture house Alaa has also brought an artist's work to the runway in a crossover collaboration of epic proportions. A vision of creative director Pieter Mulier, the Rlichemont-backed maison went live with a limited-edition dress capsule inspired by the ceramic work of Picasso ([see story](#)).

Meanwhile, more contemporary executions breath new life into an age-old practice. Earlier this year, Italian fashion house Prada teamed with artist Cassius Hirst, known as Cass, to reimagine its America's Cup sneaker through a customized capsule collection of four models in 22 color variations. The Cass x Prada collection was limited to 3,000 pairs, sold worldwide ([see story](#)).

Besides the creatives involved in production, neither of the aforementioned campaigns included a famous lead figure. Of her own campaign star though, one who aligned seamlessly with the brand's values, Ms. McCartney expressed nothing but rave reviews, making for an authentic arrangement at fashion and art's crossroads.

"I'm a huge admirer of Sadie's work," said Ms. McCartney.

"I'm so inspired by Sadie's youth and yet her maturity in her ability as an actor," she said. "Sadie has an incredible sense of humor and fearlessness.

"I see so much of myself in Sadie, when I was younger."