

FRAGRANCE AND PERSONAL CARE

## Stella McCartney, LVMH sharpen clean beauty's blurred lines with vegan skincare

October 28, 2022



Debut digital content and intimate events have helped boost the vegan skincare line, which recently launched in the US. Image credit: Stella by Stella McCartney

By AMIRAH KEATON

British fashion designer Stella McCartney's propensity for offering products that embrace a sustainable ethos has provided the very foundation from which she launches her latest venture.

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In partnership with LVMH, the entrepreneur has produced Stella by Stella McCartney, or "skincare with a clean conscious," on account of one of the brand's taglines, which made the rounds during a recent US launch campaign. Ms. McCartney spoke to the effort's ethical origins at this month's *Vogue* Forces of Fashion event the articulation of said values aptly aligned her activist roots with her newfound professional pursuit.

Loved talking about clean beauty and biotechnologies @VogueMagazine's Forces of Fashion.

Proud that SS @CollabFund is investing in cleaner businesses today to support these innovations of tomorrow! x Stella

Watch now: <https://t.co/3hvFJ8FJyc>

#StellaMcCartney

Stella McCartney (@StellaMcCartney) **October 28, 2022**

Conscious luxury

The new luxury line consists of a straightforward trio, including a 2-in-1 Reset Cleanser, a concentrated Alter-Care Serum and a lightweight Restore Cream, with full sizes priced at \$60, \$140 and \$105 for 150ml, 50ml and 50 ml, respectively.

In response to a rapidly growing space and overflowing bathroom cabinets, Ms. McCartney's line contains just a few steps. Encapsulated through its trademarked slogan, "Skin Sustainability," active ingredients like organic birch sap, biotechnological-grade lingonberry extract and wild dulse algae extract work to regenerate and protect skin for the long haul.

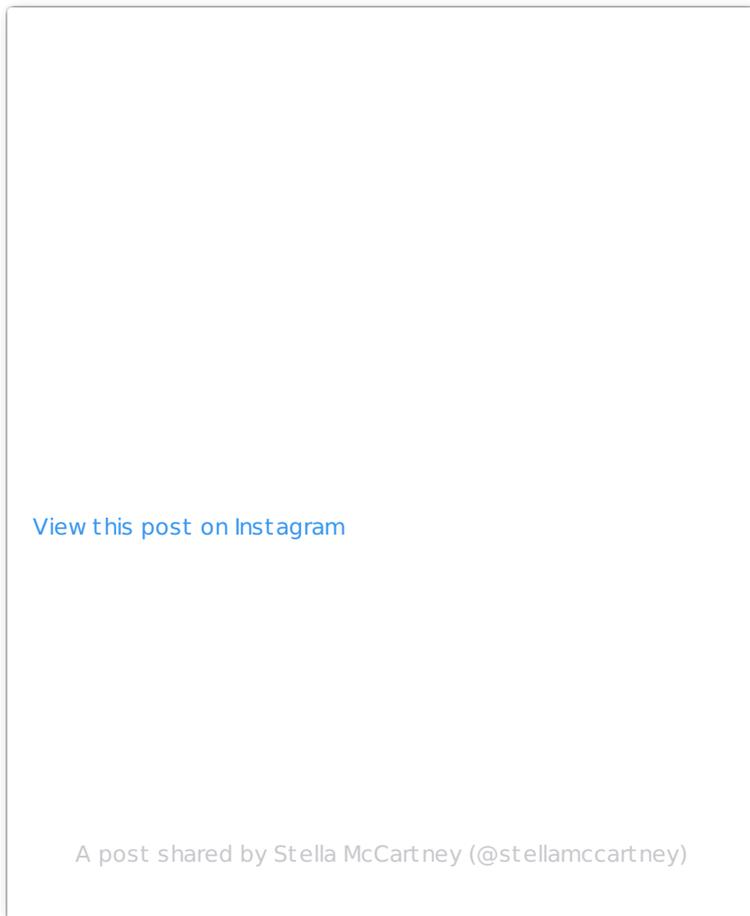
Experiential touches like a High Cliff' scent, inspired by its founder's childhood spent in Scotland, plus aesthetically pleasing and refillable packaging, all uphold the collection's luxury appeal.

The brainchild of LVMH and the designer levels up clean beauty in more ways than one. In addition to the over 1600 banned in the EU, the brand excludes 370 additional ingredients like BHT, surface surfactants and mineral oils.

Moving into a major US launch, Stella by Stella McCartney enjoyed a stateside reveal with three primary marketing components, all equal strategic. For starters, the luxury line saw its fair share of star power, as figures like Madonna and singer Jon Batiste joined Ms. McCartney for an evening affair in New York City, in celebration of the newly-minted feat.

Personalized elements and intricate details shaded after the line's signature green color made for a night of Instagrammable moments, precisely the goal of decadent displays of this nature.

A bagpipe player entertained guests with sounds reminiscent of Ms. McCartney's Scottish heritage.



Cross-promotional posts extended reach, pairing well with items from across the Stella universe that fit the occasion. The brand's founder, for example, did not show up empty-handed, instead opting for her vegan S-Wave handbag, a recent sustainable release from the ready-to-wear arm of the businesswoman's empire, constructed entirely without animal materials or glue.

Enthused invitees showed their support whilst conveniently lending their collective webs of influence to her skincare start-up, presumably building affinity for the novel entity in a move that very well could have helped kickstart sales.

This layer of support extended beyond offline activations and onto online platforms. Model Bella Hadid joined the creative force in a bathroom, to film three quick videos trialing products for her friend.

The "ads" were not particularly glossy, instead appearing as though shot on a mobile device. What the mid-month drop intentionally lacked in production value, it redeemed in a playful relatability with the potential to resonate

deeply among conscientious consumers.

[View this post on Instagram](#)

A post shared by STELLA (@stellamccartneybeauty)

In a second strategic display, the brand chose to anchor the line's messaging in hard numbers, tapping statistics as a powerful marketing tool deployed to shock, and then subtly suggest.

"Cruelty-Free International estimate that at least 192.1 million animals were used for scientific purposes worldwide in 2015," read an early Stella by Stella McCartney social media post.

"This is the world's most reliable figure to date," it says. "STELLA skincare fights against animal testing.

"We have been approved by the Cruelty-Free International Leaping Bunny Programme."

Social copy is stringent in its specificity, claiming 100 percent traceability for all ingredients, a rarity in the beauty and skincare space.

"Currently 85 percent of those used in our STELLA skincare formulas are traceable up to the country of harvesting and 15 percent are traceable up to the continent," the brand states.

A factoid of the production of 120 billion units of cosmetics packaging annually highlights the company's sustainable, refillable packaging. These points even extend to the skincare system itself, as descriptions mention a dark circle reduction rate of 50 percent and a 38 percent chance of decreased wrinkles, among other clinical inclusions.

In an increasingly saturated landscape, figures like these may open the luxury consumer up to a recommendation in lieu of whichever products have just been statistically shaken or exposed. This provides the brand an opportunity to hone in on its value proposition.

In this case, Stella by Stella McCartney aims to educate the consumer with background, ultimately positioning itself as the much-needed solution.

The above approach is incomplete, though, without credentialing, which is where the brand's third strategic vehicle comes into play. The ample use of UGC has benefitted its rollout immensely.

Crucial to a new brand is strong ratings and reviews from early adaptors which, lucky for the innovator at hand, have flocked to Ms. McCartney's corner this month.

Crowd-sourced digital content from Stella superfans provides evidence for the brand's growing fanbase and can be

viewed across relative social channels, right next to a set of planned and produced posts. While some Instagram Stories, for instance, preview products clearly sent on behalf of PR, with packages specially prepared for photographing, others appear to be genuinely purchased and originally driven.

The level footing of home-grown content as displayed on Stella by Stella McCartney's digital platforms could work to heighten the brand's rank on the trial likelihood scale considerably, bumping the options up for those tasked with a luxury skincare search.

#### Substantive skincare

The designer's eponymous skincare company uses the same sustainable blueprint as her ecosystem of businesses.

The caliber of launch in the U.S. for the line originally announced in August ([see story](#)) resembles the thoroughness with which the Stella McCartney team seems to sweat the small stuff so to speak, when it comes to the employment of ecological ingenuity.

The fashion industry is responsible for 5 to 8 percent of climate emissions each year from the use of harmful fossil fuels to power manufacturing and supply chains ([see story](#)).

Conversely, Ms. McCartney's clothing label, as does her skincare offering, uses true transparency as its selling point, providing a lesson in staying nimble and authentic with ESG for the immediate attention of larger personal care players.

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