

SUSTAINABILITY

## Stella McCartney explores Rewilding' for spring 2023

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*Through the use of hand-drawn botanicals, organic materials and bright colors, Stella McCartney is exploring the links between re-awakening the inner child and nature's wild places. Image credit: Stella McCartney*

By EMILY IRIS DEGN

British fashion house **Stella McCartney** is looking to the future, putting a hopeful look at tomorrow's wild places and young people at the heart of the spring collection.

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Bringing together the playfulness of rechilding' and the free-spirited feel of rewilding,' the brand is bringing a positive outlook to sustainability. To further the green impact of the collection, Stella McCartney highlights various environmental causes via Instagram posts showcasing the colorful pieces.

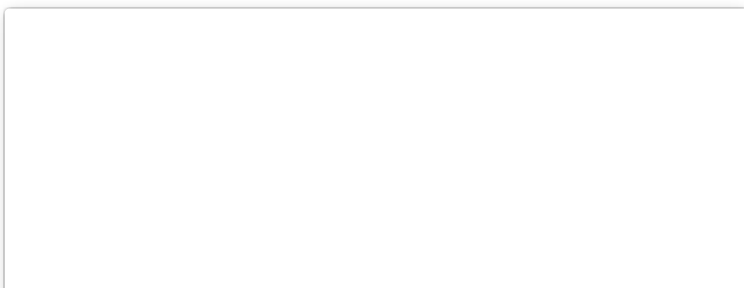
"Globally, 49 percent of bird species are in decline," said Ms. McCartney in a statement.

"Every creature matters, and we must be mindful of living in harmony with them and nature," she said. "A future without birds is a future without humans."

Into the wild

Stella McCartney is well-known for being a sustainable brand in luxury, turning to ethically sourced materials and nature-forward designs.

This collection is no different, as even the rechilding' pieces are heavily grounded in the natural world due to the imagery of the photos and clothing prints. The rewilding' side of the duality, however, is the emphasis of the collection.



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A post shared by Stella McCartney (@stellamccartney)

Rewilding is a term used by environmentalists and scientists to describe the act of restoring natural ecosystems to their pre-industrial or pre-polluted state. It can include not mowing lawns in an attempt to let wildflowers and pollinators thrive, planting native species in over-tilled prairies or tearing down buildings to replace them with native forests.

"Rewilding means bringing nature back to its original state, restoring biodiversity and the health of an ecosystem and all of the life it supports," said Dr. Robin Moore, communications vice president of Re:wild.

"Of course, ecosystems are constantly changing, but there are interconnected systems - between flora, fauna and fungi - that if disrupted, can lead to degradation, extinction, and ecosystem collapse."

Speaking to her personal contribution to rewilding efforts, Ms. McCartney stated in the campaign that she is working with ecologist Derek Gow on her farm.

The restoration-rooted collection is filled with Earth-friendly materials such as satin, organic cotton, recycled materials, viscose and responsibly sourced wood pulp. The pieces themselves feature bright colors inspired by nature, as well as hand-drawn animal species such as British goldfinches and woodpeckers.

Many of the posts bring attention to specific species that are facing extinction or threats, infusing an element of education to the campaign. The plight of tigers, British birds, lynxes, hedgehogs and wildflowers are all brought to light.

[View this post on Instagram](#)

A post shared by Stella McCartney (@stellamccartney)

The call for the untaming of the wild, humans included, is further driven by botanical prints, deconstructed styles and youthful silhouettes.

Some of the collection shots were captured by her on Instagram, using the hashtag #ShotbyStella to add a personal touch to the spirited videos. In the visuals, models laugh with ladybugs, breathe deeply in meadows and interact in a relaxed way with the camera.

The two viewpoints of rewilding and rechilding are brought together through Ms. McCartney's commentary throughout the social posts, as she links the wildness within people to the wildness around them; the wildness of the natural world that they call home.



*The playfulness of the campaign stills and the pieces themselves remind consumers of the beauty of their own vulnerability. Image credit: Stella McCartney*

She added her perspective, bringing insight as to why she paired rewilding with rechilding.'

"Since 1970, 70% of animal species have disappeared," Ms. McCartney said.

"Rewilding restores natural lands by giving them back to Mother Earth, removing human intervention and reintroducing threatened and endangered native species," she said. "Rechilding encourages us to stay wild and bring our inner child out.

"It is inspired by psychotherapy theory, guiding adults to a child-like state in order to be more positive and help with depression, anxiety and self-esteem."

Rechilding is also a point being explored in the environmental community through climate literacy pushes, as rejuvenating people's love of learning tends to spark action. Adults and young people alike are getting back in touch with their curiosity by asking important questions.

"Reconnecting with the sense of wonder and curiosity we had as children is incredibly important," Dr. Moore said.

"The more curious we are about our natural world and willing to explore the wild and the wild parts of ourselves, the more likely we are to take the steps necessary to protect our planet."

Human nature

Stella McCartney's artful collection is straightforward in its linking of youth and climate; freeing humankind and freeing nature.

While not all luxury brands are being as direct with this connection, many are catching on to the ideas being explored. Louis Vuitton is one of them, having recently released a rechilding collection filled with playfulness ([see story](#)).

The campaign was shot in the wild places of Spain, bringing the natural world to a conversation that is otherwise focused on childhood. Giant paper airplanes met wildflower fields, creating an effect similar to that of Stella McCartney.

The spring/summer 2023 collection from Italian leather goods company Ferragamo also brings together playfulness

and nature. Glitter, scarlet hues and inclusive styles were showcased against a backdrop of hills and plantlife ([see story](#)).



*Humans' fate is tied to the natural world, and as members of it, taking care of humans can be seen as a form of environmentalism. Image credit: Stella McCartney*

As humans are an innate part of nature, self-restoration is just as much a part of natural restoration as wilderness-focused projects are. In order to save the livable planet, humans will need to ensure that they are in a good space to do so something that Stella McCartney believes can be done through rewilding.

Whether this linkage is rooted in outreach towards heavily spending Gen Z consumers, or is simply an exploration of the wildness in humankind, the fact remains that restoration is key to both Earth's well-being and people's own.

"Rewilding ourselves is making a conscious effort to reconnect with our natural world," Dr. Moore said.

"So many of us have become disconnected from the wild, which means it loses its importance in our everyday lives," he said. "The act of knowing where our food comes from, understanding what plants are native to the places around us, even composting and letting bacteria and fungi do their thing – these are all ways to reconnect with nature.

"If we explore and feel that connection, we are more likely to do all we can to fight climate change and biodiversity loss, which are tightly interconnected."