

SUSTAINABILITY

## Seeking impact, Stella by Stella McCartney skincare introduces 'Voices' initiative

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*Stella McCartney teams up with green leaders like Dr. Jane Goodall in the newest educational campaign from the brand- 'Stella Voices.' Image credit: Stella McCartney*

By EMILY IRIS DEGN

British fashion designer Stella McCartney is furthering the green impact of Stella by Stella McCartney skincare by highlighting the voices of some noteworthy environmental activists and scientists including Dr. Jane Goodall.

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The **Stella Voices'** campaign sheds a light on five people in the field who are fighting for an equitable transition into a climate-positive world. Showcasing the work of the environmentalists on social media and the STELLA skincare site, the brand is affirming its mission to care for both humans and the planet.

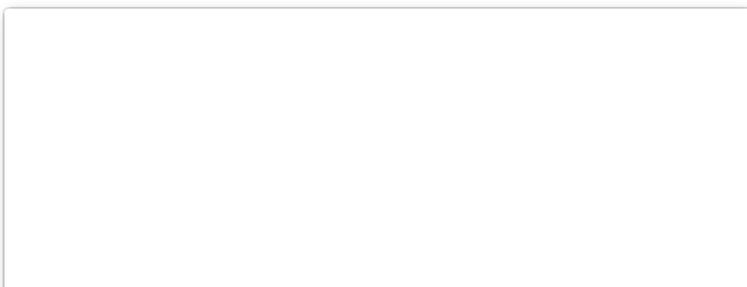
"Our brand is committed to driving change, and amplifying the important messages of these five incredible change-makers," said Ms. McCartney, in a statement.

"I am thrilled to be collaborating with them, building together this bold community who believes in doing things differently."

Using reach to teach

Stella McCartney has long used brand channels to instigate conversations about the environment, being well-known for sustainable luxury in the industry.

This campaign lends the green platform to leaders and professionals whose fieldwork has created massive change. They now have the ear of the brand's millions of followers.



[View this post on Instagram](#)

A post shared by Stella McCartney (@stellamccartney)

Among the voices that Stella McCartney is uplifting is Dr. Jane Goodall's.

The brand detailed the conservationist and ethologist's life and work, speaking to the world-renowned discoveries that Dr. Goodall has made including the revelation that chimpanzees use tools like human beings. Dr. Goodall was only 26 years old when she embarked on that field-shattering research trip to Tanzania.

Stella McCartney pointed followers to Dr. Goodall's educational organization, the Jane Goodall Institute, as well as her other learning-centered projects.

Recently inviting environmental experts to the London flagship store to discuss rewilding, the brand is using its influence to educate consumers.



*Experts Derek Gow, Ben Goldsmith, Mya-Rose Craig and Hans Schutten spoke to attendees of Stella McCartney's 'rewilding' event. Image courtesy of Stella McCartney*

The event showcased the newest spring collection from the brand, inspired by rewilding' ([see story](#)). Stella McCartney also highlighted a brand new innovation the planet's first completely circular luxury garment.

Using ECONYL , a "regenerated and regenerable nylon," the company is releasing a parka that can be completely recycled, having been made from post-consumer waste such as carpet scraps and industrial refuse. The piece has joined the spring collection to kick off Stella McCartney's first take-back program.

To further bring attention to the possibilities of recycled waste, the event was decorated by a window display filled with stuffed animals all made from 100 percent plastic waste. After the event, they were donated to charity.



*Christabel Reed, moderator of the 'rewilding' event in London, is among those highlighted in the 'Stella Voices' campaign. Image credit: Stella McCartney*

Social sustainability advocate Christabel Reed moderated the expert panel. The founder of activist platforms EcoResolution and Advaya is also among the five environmentalists featured in the Stella Voices' campaign.

Climate strike organizer and Re-Earth Initiative cofounder Xiye Bastida, climate justice advocate Tammy Gan and interconnection-focused grower Poppy Okotcha are also among those in the campaign.

#### Leaning into learning

Stella McCartney continues to position the brand as the place where luxury meets sustainability, all while offering consumers access to environmental education.

Since the launch of STELLA skincare, the company has linked the values of the brand to the values of customers who love the products ([see story](#)). Adding an educational element to the ethos has only furthered the green influence of the company's newer brand.



*STELLA skincare is a regenerative option for sustainably-minded consumers, the brand also profiling educators in the field. Image credit: Stella McCartney*

Other brands have also realized the value of education in terms of both environmentalism and consumer engagement.

Prada, Rolex, Louis Vuitton and Montblanc are only the most recent examples the latter bringing together writing education and climate justice ([see story](#)).

The more educated people are on climate issues, the more likely it is that they will act in the planet's favor due to the deepened understanding of the crisis, and what can be done about it. While overconsumption is causing mass harm to the planet, there are ways that high-earning brands can use their power for good providing education being key among them.

Stella McCartney's uplifting of environmental leaders' voices indicates that the company understands this role, and is taking it on with full force.