

APPAREL AND ACCESSORIES

## Stella McCartney debuts world-first garment made from innovative reflective material

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*Stella McCartney worked exclusively with Radiant Matter on this groundbreaking garment, though the brand's commitment to sustainability goes back years. Image credit: Stella McCartney*

By LUXURY DAILY NEWS SERVICE

British fashion house [Stella McCartney](#) is putting a new sheen on its sustainability mission.

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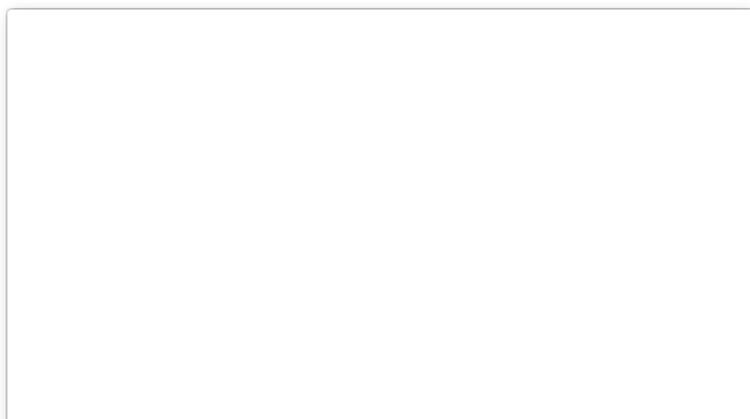
The fashion brand has debuted the first-ever garment made of BioSequin, a lab-created, plastic-free product of renewable sequins from eco-friendly British textile manufacturer [Radiant Matter](#).

The garment an iridescent sleeveless jumpsuit was worn by British model and friend of the house, Cara Delevingne, on the April cover of *American Vogue*.

All that glitters

Biosequin was created by Radiant Matter founder Elissa Brunato, whose previous career in embroidery design gave her direct insight into the environmental impact of reflective elements such as sequins, glitter and beads.

According to Radiant Matter's website, 35 percent of the non-biodegradable microplastics that pollute the ocean come from these decorative materials. What is more, the substances that they are composed of such as Polyvinyl Chloride (PVC) are carcinogenic and can cause hormone disruptions.



[View this post on Instagram](#)

A post shared by Radiant Matter (@radiant.matter)

Ms. Brunato's innovation offers a plant-based, biodegradable alternative free from plastic, metals and synthetic color.

For its part, the Stella McCartney brand has incorporated PVC-free materials including sequins into its collections since 2010.

This exclusive collaboration with Radiant Matter is the fashion brand's latest effort in a long-term commitment to sustainability.

Last month, Stella McCartney's spring 2023 campaign focused on the concept of "rewilding."

This term refers to the act of restoring nature to its original state, free from pollution and with all of its systems replenished and thriving ([see story](#)).

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