

SUSTAINABILITY

Stella McCartney named as newest Jane Goodall Institute brand ambassador

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Ms. McCartney is the newest face of Dr. Goodall's nonprofit, furthering her luxury label's commitment to green values and her own. Image credit: Stella McCartney

By LUXURY DAILY NEWS SERVICE

British fashion house **Stella McCartney** is joining a community of like-minded environmentalists.

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The animal rights activist and fashion designer behind the Stella McCartney brand has been welcomed as the newest ambassador for the Jane Goodall Institute, nonprofit of its namesake. As the newest face of Dr. Goodall's United Kingdom-based environmental organization, Ms. McCartney is further committing to her green values on the part of her luxury label as an individual who shares values with the animal ethologist.

Green ambassador

The famed fashion house figurehead is one of the five-member roster for the Jane Goodall Institute.

English television broadcaster Fearne Cotton, painter Sophie Green and British actor Peter Egan are among those listed, all of which known for their activism. The lineup has been announced throughout April and May, their work highlighted on the organization's [website](#).

Thrilled to welcome trailblazing designer [@StellaMcCartney](#) as a new Ambassador for JGI UK! Stella is one of the fashion industry's most vocal champions of environmental issues, never using leather, feathers, skin or fur in any of her designs since day one! [#janegoodall](#) [#hope](#)
pic.twitter.com/r9BdcieinF

JGI UK and Roots & Shoots (@JaneGoodallUK) **May 5, 2023**

Additionally, British actor Colin Firth is a long-term ambassador for the nonprofit, representing its youth-focused arm, Roots and Shoots.

Ms. McCartney and Dr. Goodall have worked together in the past.

In February 2023, the scientist was invited to be one of five "Stella Voices" in a new initiative from the Stella McCartney skincare line ([see story](#)). Focusing on circularity and the hope for a climate-positive economy, Stella McCartney's social media was filled with education on the topic and the work of every environmentalist involved in the initiative.

The luxury brand's work in sustainable fashion extends much before this partnership however, forming an ongoing partnership with the International Trade Center's Ethical Fashion Program in 2011 and becoming one of the first to sign on to the United Nations Sustainable Fashion Charter in 2018.

Stella McCartney continues to push for legislative strides in the face of the climate crisis.

Recently, the fashion house sponsored student activists for Earth Day demonstrations in London, Milan and Paris ([see story](#)). The young activists were adorned in Stella McCartney's cruelty-free shirts sporting the fashion house's "Change the History" slogan.

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