

APPAREL AND ACCESSORIES

Model Kendall Jenner completes Stella McCartney's plant-powered collection

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Low-waste fashion and free-spirited horses join American model Kendall Jenner in a new campaign. Image courtesy of Stella McCartney

By EMILY IRIS DEGN

British fashion house Stella McCartney is showing off the power of plants with the newest collection.

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The brand's Horse Power campaign for the winter 2023 season stars American supermodel and influencer Kendall Jenner, who also happens to be an equestrian herself. Shot in the Camargue Salt Flats in France alongside free-spirited steeds, the innovative drops highlighted are made from fruit, unveiling how luxury and biotechnology's brightest minds can work together to bring creative visions to life, sustainably.

"Often people tell us, Bananatex ticks all the boxes,' from its positive impact on the growing level to the social benefits for thousands of smallholder farmers to its full circularity, the proven and certified compostability as well as the recent vegan certification," said Hannes Schoenegger, cofounder and CEO of [Bananatex](#), Zug.

"The textiles are already available at scale and come with performance levels that are usually not met by 100 percent natural textiles," Mr. Schoenegger said. "We are just getting started to unravel the full potential of the banana fiber."

Fashioning fruit

In the label's most sustainable winter collection to date, the effort's central figure embraces her lifelong love of horses.



Reviving a lifelong love of horses, Ms. Jenner performed all of her own stunts in the campaign according to the brand's photographer. Image courtesy of Stella McCartney

Ms. Jenner grew up around the creatures, and like Ms. McCartney, continues to be an equestrian. All of this is captured by London-based photographer Harley Weir, who shot the next-gen model surrounded by France's famous white ponies.

Provided by renowned horse whisperer and rescuer Jean-Francois Pignon, the animals are pictured galloping, prancing and leaping in a wild-hearted look at nature and their connection to humans ([see story](#)). This plays into the fruit-made items Ms. Jenner dons, as rope details, quilting and references to specific breeds make their way into the designs.

Among these are riding boots made from grape waste.

Partnering with vineyards, [Vegea](#) uses leftovers from the winemaking process to craft its material, beginning by drying the discarded fruit and treating it with various patented procedures. Generally, excess grapes are incinerated, adding to the growing food waste issue at hand annually, seven billion kilograms of wine is wasted around the world, or 15 billion pounds.



Made from apple waste, Stella McCartney's newest S-Wave bags are captured in nature, perched on the glittering salt flats of France. Image courtesy of Stella McCartney

Working with Italian Universities and Research Centers, Vegea is currently looking at new renewable raw materials to create never-before-seen leather alternatives. According to insiders at the company, "substantial resources" are currently being invested into the development of a sustainable yarn that can be used instead of wool or synthetics.

Joining Vegea's originality and sustainable commitment, Stella McCartney's winter wearables are also comprised of apple waste, such as the vegan crocodile-effect Frayme and S-Wave bags.

The teams at **Vegatex** contributed AppleSkin to the collection, a material that utilizes the parts of the fruit that ends up in landfills. The organization grinds the wasted elements into a powder, which is then spread evenly onto recycled textiles to form a sturdy fabric.

According to Vegatex spokespeople, this material was originally developed with the Stella McCartney design team.

As mentioned, banana is also fashioned into exclusive apparel and accessories in the winter items, sourced in the Philippines.



Inspiration is taken from animals, plants and the land itself for the winter 2023 visuals, exploring the link between them in a move that stays true to the brand's image. Image courtesy of Stella McCartney

Battling deforestation in the island country, Bananatex is showing support for restorative efforts, incentivizing farmers to grow rather than cut down or burn their land for profit. Working with the locals, the fruit's strong fiber is transformed into yarn.

Going forward, Mr. Schoenegger says that his company is looking at more knitted applications and aims to release its own Bananatex denim in 2024.

"We experience a very good working relationship with the different teams at Stella McCartney," Mr. Schoenegger said.

"It's rare to work with a brand where literally everyone supports alternative and disruptive ways of working, everyone is on the same page," he said. "This makes it much easier to proceed with developments and we hope there will be many more Bananatex products in the future!"

Made of Mirum

Rounding out the plant-based inventions is Mirum, a vegan and plastic-free leather alternative created by Illinois-

based circular solutions company NFW.

Newly launched, the material is the foundation of the freshest editions of Falabella and Frayme bags.

Introducing MIRUM , a world-first plant-based, plastic-free and fully circular [#vegan](#) alternative to animal leather.

We crafted our [#Falabella](#) Re-Edition bag from MIRUM , which debuted at our [#StellaWinter23](#) runway show.

Discover more: <https://t.co/yxOQXGKJKN#StellaMcCartney> pic.twitter.com/aElFtjMUc8

Stella McCartney (@StellaMcCartney) [August 21, 2023](#)

Completely recyclable and biobased, Mirum is the latest fungi leather a favorite of the luxury industry ([see story](#)) to become available to consumers.

"Right now, every other leather alternative in the market is made of plastic entirely or mixes natural materials with plastic," said Luke Haverhals, CEO of [NFW](#), Peoria.

"Our goal was to create a material platform that leverages abundant nutrient inputs to make a wide range of high-performance materials for all types of complex products."

According to Mr. Haverhals, Mirum shows that "high fashion can be both glamorous and sustainable." Working with the luxury brand, he hopes to change the way that people engage with the industry, ushering in a new era.



Mylo Mycelium, a favorite used by luxury brands looking to be more sustainable, is another fungi-based material used for the collection. Image courtesy of Stella McCartney

"Stella McCartney's unwavering commitment to sustainability and ethical fashion is truly inspiring," said Mr. Haverhals.

"Her innovative designs prove that style and sustainability can go hand in hand, and I admire her dedication to making a positive impact on the fashion industry and the environment," he said. "Stella McCartney is a true visionary, and her influence is felt far beyond the realm of fashion."

"She sets a powerful example for all of us, reminding us that we can create a better, more sustainable future through our choices and actions."

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