

APPAREL AND ACCESSORIES

Launching purpose-driven project, Stella McCartney spotlights mental health advocacy

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The collaboration brings together equine therapy and fashion. Image courtesy of Stella McCartney

By ZACH JAMES

British fashion house Stella McCartney is out with a new campaign in honor of a partnership with American adolescent mental health organization The Chopra Foundation.

Featuring limited-edition Falabella handbags made from upcycled materials, the “Healing Power of Horses” slot brings together luxury design and animal-assisted healing. In a 360-degree approach to emotional well-being, guided meditations are now added to the organization’s Chopra app and Stella McCartney is making an extensive equine therapy directory available on the dedicated website <https://www.healingpowerofhorses.com/>.

“My Winter 2023 collection celebrated horses and their healing abilities something that has supported me and my mental health for my entire life,” said Ms. McCartney, in a statement.

“We all need a helping hand sometimes, and I want to make people more aware of the benefits of equine therapy and connect them to it,” she said. “I knew Deepak and his incredible foundation were the perfect partners to help carry that message to the world.”

Close contact

The new website provides consumers with an educational and mental health-promoting platform.

Featuring Ms. McCartney, Mr. Chopra, therapeutic experts and change-making communities, the storytelling site will raise financial support for The Chopra Foundation and equine therapy centers. This form of mental health aligns with the British fashion designer, as she grew up surrounded by horses in Scotland.

Ms. McCartney is said to turn to the animals when she is trying to cope with everyday stresses. On top of this, her brand has recently grounded advertising efforts in equine imagery for winter 2023.

HORSE POWER: A new generation of Stella girls in our Winter 2023 collection, featured in [@wmag](#).

Show now: <https://t.co/dOIPMGuzcR#StellaMcCartney #InStella pic.twitter.com/TLW2gSVYZF>

Stella McCartney (@StellaMcCartney) November 1, 2023

Like this current push, the campaign focused on sustainability. Titled "Horse Power," the imagery showed off the majesty of horses with the help of a highly recognizable celebrity ([see story](#)).

Stella McCartney's latest offering, the aforementioned vegan Falabella bag, drives this new campaign forward.

The tote has a ribbon that is inscribed with words from American poet Cleo Wade, a favorite of Ms. McCartney. They read, "The ride is long but leads you home," anchoring the luxury item in the equine theme.

Limited to 96 units, the Falabella is available exclusively within select Stella McCartney boutiques around the globe and on the brand's [website](#). Up for pre-order now, it retails for \$1,295, with proceeds going directly to The Chopra Foundation.



The bag is available for pre-order now. Image courtesy of Stella McCartney/Gabby Laurent

"I am excited about this collaboration and how equine therapy melds with the visionary worlds of Stella McCartney, Deepak Chopra and the Chopra Foundation," said Poonacha Machaiah, CEO of The Chopra Foundation, in a statement.

"Together, we are redefining mental wellbeing by harnessing the innate healing power of horses," Mr. Machaiah said. "This collaboration epitomizes the intersection of fashion and mental wellbeing, painting a vivid picture of integrative healing for the modern world."

Charitable cause

Ms. McCartney's direction throughout the process of creating this campaign was driven by her experience as a mother, witnessing the effect of the pandemic, social media, technology and current events on the younger generations' mental health.

According to the label, between 2011 and 2021, the number of young people living with depression doubled. In fact, more than half of those aged 17 to 23 say their psychological well-being has worsened since the pandemic began.

Equine therapy is said to be a potential solution.



The campaign has personal ties to the brand's namesake. Image courtesy of Stella McCartney

Of those participating in a 12-week program of caring for, training, riding, observing and interacting with horses, the brand states that adolescents reported a 60 percent improvement in anxiety symptoms. Meanwhile, 80 percent of veterans with PTSD

were said to have a significant reduction in symptoms.

“Equine therapy is a powerful therapeutic modality that works through limbic resonance, epigenetic modulation, and neuroplasticity to change the neural landscape of the brain for self-regulation, homeostasis, and healing,” said Mr. Chopra, in a statement.

“I am looking forward to building a long-term partnership with Stella McCartney and her team to transform wellbeing.”

“Healing Power of Horses” is merely the latest in a long series of luxury labels supporting social causes, with France’s YSL Beauty recently re-upping its “Abuse Is Not Love” program ([see story](#)) and French luxury conglomerate Kering celebrating the 15th year of its foundation with a renewed commitment to fighting gender-based violence ([see story](#)).

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