

APPAREL AND ACCESSORIES

Zero-waste wearables lead digital release from Stella McCartney

April 29, 2024



Mr. Logan applies a creative touch to sustainably sourced materials. Image credit: Stella McCartney

By EMILY IRIS DEGN

Another creative field is being celebrated at British fashion house Stella McCartney.

The label is turning attention to the work of British sculptor and performer Andrew Logan. Having made zero waste wearable sculptures for the summer 2024 runway show and campaign, his rainbow-hued touch further feeds into Stella McCartney's sustainable reputation.

"The unparalleled Andrew Logan, whose work I have loved for my entire life... So playful and beautiful in the light, and crafted without any waste," said Stella McCartney, founder of [Stella McCartney](#), in a statement.

Green touch

The brand is airing an interview with Mr. Logan, who shares his artistic philosophies and approach to his work with Ms. McCartney.

In a video that is just under three minutes long, he speaks to the audience atop a gleaming throne made of recycled glass and other materials. It is shaped like a heart.

Mr. Logan speaks about his collaboration with Ms. McCartney

Shot in his studio in Berriew, Wales, his creative process is captured.

Glitter and iridescent waste in hand, he fashions unique sculptures that can be worn. These signatures were seen at the aforementioned presentation, which took place in Paris and included a sustainable market.

Mr. Logan had his own stall at the green programming, which later made an appearance at COP28 in Dubai ([see story](#)).

Now, an exclusive array of his artworks are available at Stella McCartney's London flagship at 23 Old Bond Street. Bangles, chokers and brooches are among the edit.

The release was celebrated this past weekend at the store with the help of British journalist Laura Jordan and British style director Molly Haylor, who chatted with the sculptor about his collaboration with Ms. McCartney.

[View this post on Instagram](#)

A post shared by Andrew Logan (@andrewlogansculptor)

On his social media pages, Mr. Logan thanks the brand for its support and for allowing him to be “a part of their Earth-celebrating, planet-conscious and fabulous fashion mission.”

Art at the heart

Stella McCartney has long carved out a space for itself in luxury fashion by centering sustainability in its advertising and styles.

The daughter of Paul McCartney, one of the famed Beatles band members, the arts have seemed to find their way into many of the founder’s offerings ([see story](#)), making Mr. Logan’s partnership with her arguably fitting. However, the summer collection specifically is being marketed as an ode to the craft of her father: music.

Nodding to stage looks and on-tour getups, the line is said to be rooted in “her parents’ relationship and shared wardrobes.”

Corsets ([see story](#)), metallic brocade tailoring and diamond-studded bodysuits are just some of the picks made from 95 percent responsible materials, it is also claimed as the house’s most sustainable bunch to date.

The eclectic, arts-homaging mix is now available in-store and online.

© 2024 Reliance Relocation Services, Inc. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.