

APPAREL AND ACCESSORIES

Stella McCartney to host shoppable livestream

September 19, 2025



Designer Stella McCartney will emcee "Shop With Stella: Winter 2025" alongside American actress Eva Mendes on Sept. 22. Image credit: Stella McCartney

By AMIRAH KEATON FOR LUXURY DAILY NEWS SERVICE

British fashion house **Stella McCartney** is launching an interactive experience in partnership with Swedish video commerce platform Bambuser.

"Shop With Stella: Winter 2025" will be hosted by the founding designer herself, alongside American actress Eva Mendes, one of the faces of the featured "Laptop to Lapdance" winter 2025 collection going up for sale during the Sept. 22 event. The livestream will allow viewers to ask questions and comment in real time, additionally enabling direct purchases during the event.

Viral fashion

Sustainable winter styles will center the digital shopping session, streaming from the brand's headquarters in London next week.

Materials such as vegan snakeskin alternatives, developed with fungi mycelium, are woven throughout.

Join Stella and Eva Mendes for a first-of-its-kind digital shopping experience showcasing the new Winter 2025 collection, live on <https://t.co/KHxLwYoGop> on September 22 at 8PM GMT.

Sign up now at <https://t.co/KHxLwYoGop>, or by clicking the link > <https://t.co/FaEm6wjDNLpic.twitter.com/y9cohhQ9xg>

Stella McCartney (@StellaMcCartney) **September 19, 2025**

Stella McCartney's collaboration reflects fashion's push toward new commerce models, as younger consumers drive demand for digital engagement.

Bambuser cites the Luxury Goods Worldwide Market **Study** from global consulting firm Bain & Altgamma, outlining how interactive retail formats (**see story**) are playing a growing role in luxury's next phase of expansion.

"This partnership is a true testimony to the fact that Bambuser is leading the way for luxury to tap into this new way of engaging

with their audience,” said Maryam Ghahremani, CEO of Bambuser, in a statement.

“Live video shopping brings storytelling, interactivity, and emotion to the forefront - we’re incredibly impressed by the Stella McCartney team’s vision and are proud to support them as they begin this exciting new chapter in their video commerce journey.”

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