

APPAREL AND ACCESSORIES

# Singer Rene Rapp carries Stella McCartney's Falabella bag forward

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PLACE

By AMIRAH KEATON

Seventeen years on, British fashion house Stella McCartney's most beloved accessory has a new face.

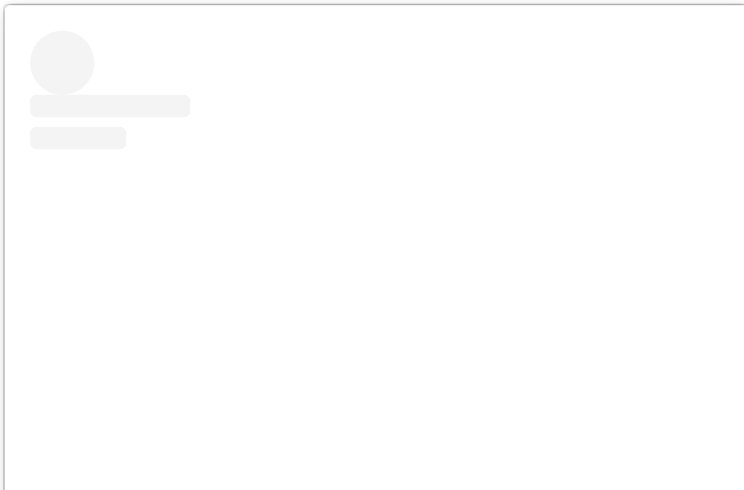
American singer-songwriter Rene Rapp stars a new brand campaign for the Falabella handbag. With the release, one of fashion's longest-running arguments for ethical luxury makes its case again.

## Rene Rapp for Stella McCartney

Stella McCartney has unveiled a new campaign for its Falabella bag.

The imagery, shot in a notably soft-focus register against pale gray and pink grounds, builds its narrative around three pillars the house has long used to define the Falabella: its vegan construction, its dual identity as both disruptor and enduring classic and its ability to move across generations without losing relevance.

Ms. Rapp appears throughout in oversized tailoring, the camera returning repeatedly to the bag's diamond-cut chain and slouchy silhouette. Its material composition is of note: the Falabella chain, for instance, is cast in recycled brass and recyclable aluminium, the brand noting that the use of recycled metals reduces air pollution by 80 percent, water pollution by 76 percent and water use by 40 percent.





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A post shared by Stella McCartney (@stellamccartney)

First introduced in Winter 2009, the Falabella was among the earliest luxury handbags built entirely on an ethical production premise: no leather, fur, feathers or exotic skins have been used for its construction, from launch and without exception since.

Its design incorporates a recycled polyester lining and a signature chain in recycled brass and aluminium. The current campaign highlights styles including the Fold-Over Tote and Drawstring Crossbody in soft blue, silver metallic and black.

The bag takes its name from the Falabella miniature horse, a breed meaningful to Ms. McCartney personally, whose parents, Paul and Linda McCartney, were prominent figures in the early animal rights and vegetarian movements.

Meanwhile, Ms. Rapp has been a consistent presence at Ms. McCartney's Paris runway shows. Known for her Broadway-trained voice and roles as Regina George in the "Mean Girls" musical and Leighton Murray in HBO's *The Sex Lives of College Girls*, she has built a following among younger consumers who consider brand values before purchasing.

The Falabella collection is available now at Stella McCartney boutiques globally and on [stellamccartney.com](http://stellamccartney.com).

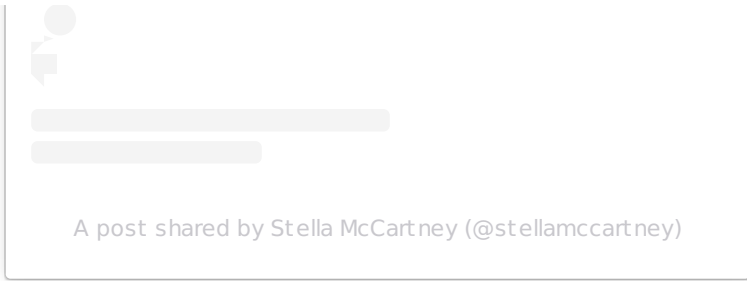
### Early impact

Sustainability claims across the luxury sector have attracted increasing skepticism from both consumers and regulators in recent years, raising the stakes for brands whose identity depends on ethical credibility.



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Stella McCartney's position is unusual in that its commitment predates the industry's broader turn toward conscious production by more than a decade, lending the house an authority that is difficult to replicate.

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