

**Stella McCartney joins Parley for the Oceans in the Fight against Marine Plastic Pollution and Drive Eco Innovation**  
*Furthering the ongoing commitment of the brand's focus on sustainability*  
*Supports Parley AIR Strategy and integrates Parley Ocean Plastic™*

**June 6, 2017, New York** – Continuing its ongoing commitment to sustainability, Stella McCartney today announces an extended collaboration with Parley for the Oceans, supporting the movement to raise awareness for the beauty and fragility of the oceans and commits to Parley AIR Strategy to fight marine plastic pollution. Parley's mission to end the destruction of the oceans through creative collaboration and eco-innovation resonates with the ethos for which is inherent with Stella McCartney, expanding the brand's existing efforts towards creating a positive environmental impact. Together the like-minded brands join forces in a solutions-oriented partnership with the aim of driving change and reversing the trend of our dying sea.

An estimated 8 million metric tons of plastic waste enters the oceans each year. The problem is found in every known ecosystem and at every level of the food chain, posing a global threat not only to marine wildlife, but also to human health. If current marine pollution trends continue, the oceans will contain more plastic than fish by the year 2050.

Since launching in 2001, the Stella McCartney brand has been deeply rooted in its commitments to being a responsible and modern company. As a vegetarian brand, the brand never uses leather, fur, skins or feather in any products for both ethical and environmental reasons, setting a standard for the use of alternative materials. Following the existing partnership with Parley through the Adidas by Stella McCartney collaboration, Stella McCartney commits to replacing any existing woven or recycled polyester with Parley materials which is mostly found in shoes, bags and outerwear as an alternative to leather. Through working with Parley, the brand will further its campaign to support the environment while including another chapter, the conservation of our oceans.

**Comment from Stella McCartney:**

*"Fashion is an industry that makes a significant impact on the health of the planet, and on its life support system — the oceans. Our goal has always been to challenge ourselves and the industry to do better, to continually ask ourselves how we can improve. We want to be responsible and accountable for the items we make and the ways we make them. And we need to start somewhere in order to progress. This partnership with Parley is another chapter in our journey."* –

**Comment from Cyrill Gutsch, founder of Parley for the Oceans**

*"We are at war with the oceans. And if we win, we lose it all. It's time to make peace between mankind and the sea. No social group is suited better for this challenge than the creative class. Stella McCartney is not only a fantastic designer; she is a pioneer of creative activism. Her work has changed the industry. She will expedite our strategy of making Ocean Plastic™ the new standard for the fashion and luxury industry."*

**About Stella McCartney**

Stella McCartney is a 50/50 joint venture partnership between Stella McCartney and Kering established in 2001. A lifelong vegetarian, Stella McCartney does not use any leather or fur in her designs. The brand's ready-to-wear, accessories, lingerie, fragrance, kids and adidas by Stella McCartney collections are currently available through 48 free-standing stores including London, New York, Los Angeles, Tokyo, Hong Kong, Paris, Milan and Shanghai. For additional information, please visit: [www.stellamccartney.com](http://www.stellamccartney.com).

## **About Parley for the Oceans**

Parley is the collaboration network where creators, thinkers and leaders come together to raise awareness for the beauty and fragility of our oceans and collaborate on strategies that can end their destruction. Headquartered in New York, Parley is known for renaming sustainability into 'Eco Innovation,' a concept realized through its high calibre collaborations and the introduction of Ocean Plastic™, a range of premium materials for the sports, fashion and luxury industries made from upcycled marine plastic debris.

Parley understands current plastic is a design failure, seeing the long-term solution for marine plastic pollution in the redesign of the harmful material. In the meantime, Parley created a catalyst innovation that provides an immediate replacement for new, virgin plastic: Ocean Plastic™. Together with its partners, in the last five years Parley raised awareness for the issue, boosted the general image of recycling and established the first global supply chain for marine plastic debris. Additionally, Parley created a funding mechanism that financially allows the implementation of the Parley AIR Strategy in four key areas: Communication and Education, Direct Impact, Research and Development, and Eco-Innovation.

### **\*Parley AIR Strategy**

The strategy is simple and easily scaled across private households, governments and corporations—and the creative industries that mold reality through ideas, materials and products. Based on the fact that at least every second breath we take is generated by the oceans, that mankind cannot survive on a planet with lifeless seas, the name Parley AIR also stands for three actions:

A = Avoid plastic.

- "Avoid" includes initiatives to educate people on the importance of reducing plastic use, how to avoid unnecessary plastics and the value of replacing new, virgin plastic with Ocean Plastic™ materials made from upcycled marine debris. Through Parley Talks, ocean experts educate youth, creators, thinkers and leaders on the cause to inspire action. This education phase is the first step to ushering in change.

I = Intercept plastic waste.

- "Intercept" is a comprehensive approach to collect existing waste using various methods from high seas to coastlines, divert plastics from landfill and prevent it from entering the oceans in the first place. While it is difficult and expensive to get plastic trash out of the open sea, where it is broken apart into tiny pieces and where only a small percentage is found at the surface, Parley is putting a strong focus on shorelines and beaches with its global network of partners and operations.

R = Redesign plastic materials and products.

- "Redesign" addresses innovation around materials, products and new ways of using them. The original vision was to turn marine plastic debris into an opportunity and make it an attractive alternative to virgin plastic. With the name Ocean Plastic™. Parley successfully introduced this material to art, fashion and sports communities, setting a strong trend and new standard for the use of recycled materials. After establishing a global network with certified Parley Supply Chain partners comprised of recycling companies, yarn and fabric makers, Parley can now work towards its most challenging goal: the development of new materials that can replace plastic for good.

[www.parley.tv](http://www.parley.tv)

[www.oceanplastic.com](http://www.oceanplastic.com)