

STELLA McCARTNEY SUSTAINABLE SOLUTIONS

There has never been a time when we have had more hope in ending fashion's use of fur and leather - a practice that is cruel to the animals and harmful to the planet. Since day one, we have been committed to being a responsible and ethical brand. In fact, we are proudly the only luxury fashion house in the world not putting real leather on our runway and welcome our friends in fashion to join us.

x STELLA

"Our task must be to free ourselves by widening our circle of compassion to embrace all living creatures and the whole of nature and its beauty."

- ALBERT EINSTEIN (1879-1955)

"The love for all living creatures is the most noble attribute of man."

- CHARLES DARWIN (1809-1882)

"The greatness of a nation and its moral progress can be judged by the way its animals are treated."

- MAHATMA GANDHI (1869-1948)

2008
We started using organic cotton.

2012
We introduced bio-acetate in our eyewear, started using recycled polyester, made our shoe soles biodegradable, launched Clean by Design in our Italian mills, banned plastic water bottles and made sure all of our wood was certified sustainable.

2014
We started using bio-based TPU for our shoe soles, added a recycled polyester microfibre for bags and ensured that all of our paper and cardboard packaging was certified sustainable.

2016
We ceased the use of virgin cashmere and transitioned to sustainable viscose.

2018
We banned the use of mohair, launched the Loop sneaker, committed to going plastic free, released the first vegan Stan Smith and created the first handbag made with Mylo™.

WINTER 2020 COLLECTION
This collection, as always, is leather, feather and fur free. It features recycled polyester, organic cotton, regenerated cashmere, sustainable viscose, responsible and traceable wool, ECONYL® regenerated nylon, solvent-free PU, Eco Alter-Nappa, aluminium and stainless steel chains with PVD coatings, sustainable wood heels, Loop sneakers, handbags made from second-life plastic and COREVA®, a 100% plant-based stretch denim.

2001
No leather, fur, skins, feathers or animal glues since day one.

2010
We went completely PVC free.

2013
We went angora free and introduced Eco Alter-Nappa. Solar panels and LEDs were installed in our stores.

2015
We launched Fur Free Fur.

2017
We incorporated lower-impact metals, added certified wool yarns for knitwear, launched the first garment made with Bolt Threads' vegan Microsilks™ and introduced recycled nylon.

2019
We introduced sustainable and traceable alpaca, started using KOBA, adidas by Stella McCartney launched the first garments made with Evrnu's NuCycl yarn and we announced the most sustainable Hunter boot ever.

SEE NEXT PAGE TO FIND OUT MORE ABOUT SUSTAINABLE SOLUTIONS AT STELLA McCARTNEY...

LEATHER FREE SINCE 2001

We have been leather and skin free since we began in 2001, because we don't believe that animals should die for the sake of fashion.

- Animal agriculture is driving the destruction of our rainforests. Around 80% of the deforested area of the Amazon is now used for cattle pastures.
- Animal agriculture accounts for approximately 18% of the world's greenhouse gas emissions.
- For every tonne of animal hide tanned, almost 300kg of toxic chemicals are released into the environment - often entering local water systems.
- Recent estimates show that making 1kg of animal leather requires 17,000 litres of water for cattle raising alone. That is equivalent to 60 full bathtubs.
- + The environmental impact of our animal-free, cruelty-free leather is up to 24 times lower than animal leathers.
- + We will unveil the next generation of sustainable, plant-based, animal-free leather alternatives later this year.

FUR FREE SINCE 2001

We have never used fur.

- Each year, around 100 million animals are bred and killed to supply the fashion industry.
 - Animals held captive on fur factory farms account for 85% of the industry's skins - crammed into severely crowded, filthy wire cages. Many are beaten or electrocuted, sometimes even skinned alive, and all are eventually killed.
- We have been fur free since 2001 because
- + we don't believe that animals should be tortured and killed for fashion.

ANIMAL-FREE GLUE SINCE 2001

- Traditionally, glues are made by boiling the tissue of animals like horses, rabbits and fish.
- + Our glues are 100% animal free and water based wherever possible.

ORGANIC COTTON SINCE 2008

We have pushed our use of organic cotton since 2008, and 93% of the cotton used in our most recent collection is organic.

- Conventional cotton production uses 2.5% of the world's arable land, but accounts for 16% of all pesticide use. These toxic chemicals put farmers' health at risk.
- + Organic cotton is grown with no toxic pesticides or synthetic fertilisers, consumes up to 70% less water than conventional cotton, maintains soil health and promotes high social standards for farmers.
- + We are pioneering regenerative agricultural methods in our supply chain - also referred to as 'carbon farming' - which increases biodiversity, regenerates topsoil, improves watersheds, enhances ecosystem services and sequesters carbon in soil. Nature-based solutions like this could provide up to 37% of the emission reductions needed by 2030.

NO PVC SINCE 2010

- PVC is by far the most environmentally damaging and toxic of all plastics. Long-term exposure can result in liver damage and lead to an increased risk of cancer.
- Short-term exposure to high levels of vinyl chloride in the air can result in central nervous system effects such as dizziness, drowsiness and headaches in humans. Long-term exposure can lead to liver damage and an increased risk of cancer.
- PVC is neither recyclable nor biodegradable at the end of its life.
- + This is why all of our products are PVC free and have been since 2010.

SUSTAINABLY SOURCED WOOD & PAPER SINCE 2012

- + All of our packaging and paper is either Forest Stewardship Council (FSC) certified or from recycled sources. All the wood that we use in our stores and offices is FSC certified.

RECYCLED POLYESTER SINCE 2012

We use recycled polyester wherever we can across all categories including our Falabella bags, which are lined with polyester made from plastic bottles.

- It takes around 70 billion barrels of oil to produce the polyester and nylon used in fabrics each year, which will take 200 years to decompose.
- + Recycled polyester requires less than half the energy to produce compared to virgin polyester, with a 28% reduction in greenhouse emissions.

BIODEGRADABLE SHOE SOLES SINCE 2012

- Traditionally made from polyurethane or PVC compounds, shoe soles can take hundreds of years to decompose.
- + In 2012, we introduced Apinat® for our shoe soles - a biodegradable and plant-based plastic.

BIO-ACETATE SINCE 2012

- Often eyewear is made with plastic from fossil fuels and Diethyl Phthalate, a harmful chemical.
- + Our eyewear is made from bio-acetate, a responsibly harvested wood pulp that is a natural, renewable and biodegradable alternative to plastic. It is also better for our ecosystem and the environment.

ANGORA FREE SINCE 2013

- Angora comes from rabbits. To harvest the fibre, the animals are plucked or shorn with their feet tightly tethered while they are suspended in the air or stretched across boards - causing extreme pain and distress.
- + Our products use no angora.

BIO-BASED TPU SINCE 2014

- Shoe soles are traditionally made from petroleum-based raw materials.
- + We use renewable materials like bio-based TPU for some of our shoe soles, which reduces the need for petroleum-based plastics.

FOREST-FRIENDLY VISCOSE

SINCE 2016

- Every year, 150 million trees are logged for fabric production. Deforestation releases 3 billion tonnes of carbon dioxide into the atmosphere annually. This practice is destroying the homes of the 70% of land animals that live in forests.
- + We only use sustainable and traceable viscose, allowing us to map the journey of our ready-to-wear collections' viscose back to its roots in sustainably managed, certified forests in Sweden.
- + Sustainable viscose ensures that no deforestation occurs - meaning no ancient or endangered forests are destroyed, and the welfare of workers and local communities are protected.

NO VIRGIN CASHMERE

SINCE 2016

- Cashmere has an environmental impact that is up to 100 times higher than wool. It takes 4 goats to make a single cashmere sweater, requiring a lot of animals to cover the amount of cashmere used each year - this demand and over-production has led to the desertification of the Mongolian grasslands.
- + We use regenerated cashmere, which has a 7 times lower environmental impact than virgin cashmere. It is made from pre-consumer waste that would otherwise go to landfill.

METAL

SINCE 2017

- Brass is one of our highest-impact materials due to copper mining, which creates high levels of water pollution - releasing heavy metals into local streams, leading to acidification that kills plant and animal life and can cause serious health issues for workers.
- + We are reducing our use of brass and increasing our use of aluminium and stainless steel. Aluminium has a low environmental impact and is infinitely recyclable, with nearly 75 percent ever produced still in use today.
- + We use more environmentally friendly metals and have developed lower-impact coating techniques for our chains as an alternative to galvanisation, whenever possible.

ECONYL® REGENERATED NYLON

SINCE 2017

We began switching all of our nylon to regenerated nylon in 2017 and continue to use recycled materials wherever possible.

- The equivalent of one garbage truck of textiles is wasted every second. Globally, we are using the equivalent of 1.7 planet's worth of natural resources.
- + Since we started using ECONYL®, we have prevented over 10 tonnes of nylon from going to landfill. ECONYL® transforms waste like fabric and fishing nets into new virgin-quality nylon yarn.

MOHAIR FREE

SINCE 2018

- Mohair is taken from angora goats in a violent and distressing manner.
- + All of our products are mohair free.

LOOP SNEAKER

SINCE 2018

- Shoes are typically made in a way that makes it impossible for the parts to be separated and recycled at the end of the product's life.
- + We created the Loop sneaker, which employs an innovative new method of attaching the upper of the shoe to the sole without the use of any glue; at the end of the sneaker's life, the upper can be easily removed for reuse or replacement.

VEGAN STAN SMITH

SINCE 2018

- + We introduced the world's first vegan Stella #StanSmith in collaboration with adidas. Iconic and timeless, it retains all of the qualities of the original but is 100% animal free.

TRACEABLE ALPACA

SINCE 2019

- Many animal fibres (such as cashmere, angora and mohair) have serious environmental and ethical concerns.
- + As an alternative to these materials, we are using sustainable and traceable alpaca. Coming from hand-selected farms in Peru, our alpaca fibre is kind to both the animals and planet.

EVARNU® - MADE TO BE REMADE

SINCE 2019

- Less than 1% of material used to produce clothing is recycled into new clothing, meaning 99% of all textiles and fashion items are wasted.
- + EVARNU® offers us a solution to this problem. By liquifying cotton and regenerating it into cellulose, they make it possible to extract more value from the resources we already have available to us.

KOBA®

SINCE 2019

- Faux fur is often made from materials like modacrylic that are neither recyclable nor very kind to the planet.
- + Koba® faux fur is made with 37% plant-based materials. It consumes up to 30% less energy and produces up to 63% less greenhouse gas than conventional synthetics, allowing our cruelty-free and sustainable values to go hand in hand. Koba® is also recyclable at the end of its life, but we hope that you love your Fur Free Fur for a very long time!

COREVA® - PLANT-BASED STRETCH DENIM

SINCE 2020

- Traditional denim production requires a huge volume of water, toxic dyes and chemicals to create one pair of jeans.
- Stretch denim is typically made by blending in elastane, a synthetic material. When used in a high percentage, the denim becomes difficult to recycle or biodegrade.
- + COREVA® Stretch Technology is created by wrapping organic cotton around a natural rubber core, resulting in a stretch fabric that is free from plastics and micro-plastics.
- + In addition to being produced in a safe, toxic-free environment, the fabric is made with two smart-dyeing techniques that reduce the consumption of water, energy and chemicals used in the dyeing and laundry processes.

