

“Pioneering a  
Conscious Luxury  
Mission Since 2001”

# The Stella Times

The newspaper of record  
for global changemakers –  
celebrating women, creating  
effortless desirability and  
pioneering fashion

VOL 2 No. 02. 0002

LONDON, NOVEMBER 2024 EDITION

FREE

## Riding High: Introducing The New Stella Ryder



Sarah Snook stars in the Stella Ryder campaign

### Sophistication Meets Sustainability

British designer Stella McCartney has launched her new Stella Ryder bag at Paris Fashion Week. The star of her Summer 2025 runway show, the instant icon is sculpted into a shape inspired by – you guessed it – a horse. From the structural construction to hardware lock details, the Stella Ryder is her most elevated handbag to date. And yes, it is 100% vegan. In the 23 years since McCartney launched her label, cruelty to our fellow creatures is still an industry problem. Leather is also responsible for 80% of the Amazon’s deforested areas due to cattle farming as well as human suffering, with 90% of Bangladeshi tannery workers dying before the age of 50 due to carcinogenic chemicals. McCartney is a pioneer in cruelty-free craftsmanship, having launched her eponymous brand in 2001 as the first luxury house to

never use leather, feathers, fur or exotic skins. Anybody who remembers her tenure at a certain Parisian maison knows that horses are her spirit animal, with her perennial vegan It Bag, the Falabella, named after her favourite pony. The Stella Ryder takes the relationship a step further, with the handbag’s curved silhouette inspired by the gentle slope of an equine spine. This outline made the Stella Ryder immediately recognisable on McCartney’s Summer 2025 runway, a nod to a more sophisticated woman. As with all of McCartney’s accessories, the Stella Ryder is handcrafted in Italy by leather artisans she has retrained to work with her vegan alternatives. This edition is formed with a cruelty-free alternative incorporating recycled materials and trimmed with VEGEA, a grape-based solution. The bag’s lining is in organic hemp, a naturally sustainable plant-based fibre. For McCartney, it always comes back to animals; coded into her moral fibre, having

been raised by the OG celebrity activists and vegetarians, Paul and Linda McCartney. With a childhood spread across the wilds of Scotland and an organic farm in Sussex, her parents also inspired her love of horses. Presenting a new level of vegan luxury, the Stella Ryder shows the limitless possibilities of cruelty-free craftsmanship.



A new vegan icon

## Sarah Snook In The New Stella Ryder Campaign

### Meet The New Stella Star

Stella McCartney has just launched her latest campaign for the brand’s new vegan icon, the Stella Ryder. The shoot stars award-winning Australian actor Sarah Snook. Best known for her Emmy and Golden Globe-winning role as Shiv Roy in Succession, Snook has recently been lauded for her stage performances in The Picture of Dorian Gray – with McCartney having seen the actor during her run on London’s West End. Captivated by the performance’s power, the British designer instantly knew they had to collaborate. As they say, the rest is horse-story. Soon after, Snook was captured in her home country of Australia with the Stella Ryder alongside horses; the bag’s inspiration.

Read our interview with Sarah Snook below.  
**How do horses make you feel?**  
I love horses. I think they’re such glorious, beautiful, elegant animals. They’ve got so much power and strength and yet softness and femininity. My favourite book when I was growing up was The Silver Brumby – part of that story was about this character of the lead horse running around the hills, and just being wild and free.  
**Why is it important for us to have a connection with animals and the planet?**  
I think it’s important for us to have a connection with animals and the planet because that’s ultimately what’s going to help guide us to protecting them for future generations. We can’t really be so narcissistic and individualistic to think that we’re going to survive without some kind of community with what’s going on around us – with our environment and

with animals. We are animals as well!  
**If you were an animal, what animal would you be?**  
I think if I was an animal, I’d be a sugar glider. Sugar gliders are a little Australian marsupial. They’re tiny and they’re really cute, but they can fly. And I would love to be able to fly, but they can also climb and they can ferret around and then jump from tree to tree. So, you’re getting best of both worlds.  
**What do you think it’s about fucking time changed in the world?**  
I think it’s about fucking time young women from school age were educated as equally as boys globally. It’s really important for young girls to be able to have access to education in the same way that boys do, which is actually one of the most significant drivers of climate change in a long-term sense.

Scan to  
discover  
more





# A Wild Ride: Stella And Horses

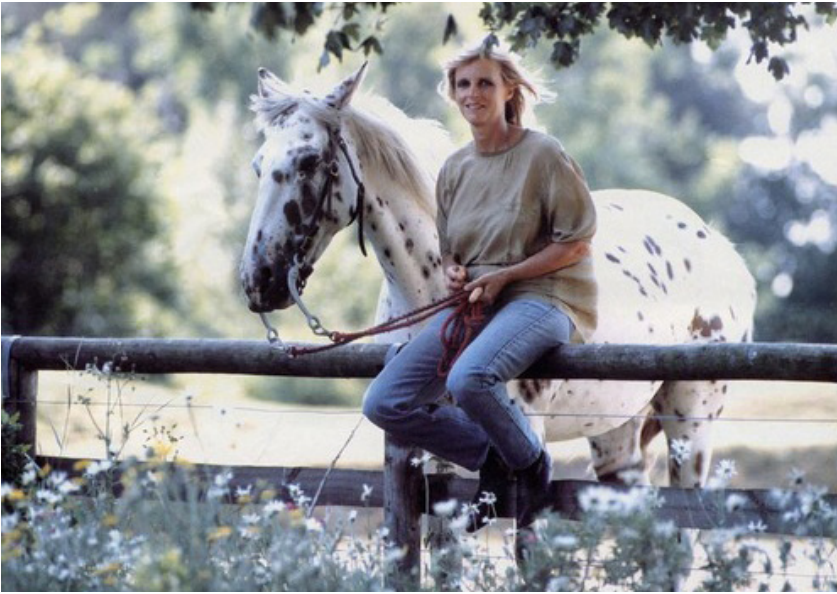


Archival shot of Stella and Mary McCartney with their horse / Credit: Linda McCartney

## Where The Lifelong Love Began

Some of Stella McCartney’s earliest and happiest memories are of riding horseback through the wilds of Scotland with her sister Mary, winding through dense forests and diving into frigid lochs. It was on this windswept terrain, where green hills meet grey skies, that the British sustainability pioneer developed her passion for Mother Earth and animals. This is where she learned to love horses. Paul and Linda McCartney raised their children between London, Scotland and an organic farm in Sussex, where they also reared Appaloosas – a spotted American horse breed, a personal favourite of Stella’s mother. In addition to being animal rights activists and vegetarians, both her parents were avid riders, and the entire family grew up with a mutual respect

for their equine siblings. Linda famously once said, “I would travel only by horse if I could.” Horses remain the animals closest to McCartney’s heart, forming connections that are amongst the most important in her life. These are bonds of not only affection, but complete trust. “Since as early as I can remember, I’ve felt incredibly safe with horses. Being on my horse always offers a moment of pause, calm and reflection – allowing me to put things into perspective. So often, I just need to be with my horse... Breathing together and feeling so connected,” says McCartney. They have become a recurring motif in her collections as well, with her iconic Falabella tote named after a beloved miniature pony breed. Her new Stella Ryder handbag takes its shape from the slope of a horse’s back; once again honouring her lifelong companions.



Above: Stella, Mary and Paul McCartney in Scotland  
Below: Linda McCartney with her Appaloosa, Lucky Spot

# The Healing Power Of Horses

## Exploring Equine Therapy

At a time when common mental health problems have risen by 20% and reports of suicidal thoughts have increased by 30%, many are looking for treatments beyond medication. Once again, the solution may lie in nature and animals. Equine therapy is emerging as an experimental – and effective – way to address psychological struggles across age groups.

**What is equine therapy?**  
Equine therapy can include caring for, riding, training, observing and interacting with horses. It is the practise of spending regular and constructive time with these animals in order to observe responses. Guided by a psychotherapist, people can gain a deeper anymore reflective understanding of themselves, their situation and their relationship to others, with horses are centred as therapists – responding to their human patients with instincts instead

of judgments. “Therapy relies on language. Horses are expert communicators, yet they never rely on language. Everything happens with energy. When my patients connect to horses, they can reconnect with a disavowed part of themselves,” says Andreas Liefoghe, founder of Operation Centaur, an equine therapy centre in London.  
**Is equine therapy effective?**  
Equine-assisted psychotherapy increased levels of confidence in 92% of Operation Centaur patients, with 86% of patients

reporting they are more open to new perspectives – one of the fundamental aspects of healthy relationships. An additional 77% also say they were more open to emotions and new challenges.  
**What can equine therapy treat?**  
Equine therapy can support a variety of mental health conditions – from alcoholism and addiction to depression and disordered eating. Overall, participants have reported enhanced self-esteem and confidence, improved interpersonal skills, mindfulness and presence.

## ECO AND ETHICAL FACTS

More than 1 billion animals are killed for the global leather industry every year.

The fashion industry emits 2-8% of the world’s greenhouse gas emissions (UN).

More than 300 million trees are logged to make fashion textiles annually.

Up to 500,000 tonnes of microplastics from textiles enter global marine environments annually.

92 million tonnes of textile waste are produced annually, with one garbage truck full of textiles sent to landfill or incinerated every second.

Globally, just 12% of the material used for clothing ends up being recycled.

## HORSE FACTS AND FIGURES

Horses are among the 1 billion animals killed annually for leather, with rumps turned into cordovan leather and the body used for garments, wallets, handbags and other products; larger pieces become satchels and belts, smaller panels are used for accessories.

Pony skin is used by many high-end fashion and clothing brands without disclosure.

Horses who have been injured or are too thin to be slaughtered for meat are killed for their skin and any other useable body parts.

In 2008 alone, Mongolia produced 900 tonnes of horsehair; this material is used in fashion, taken from the manes and tails of live or killed horses.



Recycled and recyclable cloud knits

On average, garments are worn only 7-10 times before being thrown out.

90% of leather tanning factory workers in Bangladesh will die before they’re 50.

The fast fashion industry’s garment workers face poverty, complex working conditions and continuous violations of their rights, 80% of whom are women.

Garments are the second highest at-risk product for modern slavery; 93% of brands don’t pay garment workers a living wage.

The thoroughbred racing industry sends an estimated 10,000 horses to slaughter annually.

Over 23,000 American horses are sent to slaughter in Canada and Mexico every year, often travelling for over 24 hours without food, water or rest.

Over 90% of horses sent to slaughter in America are in good condition and would be able to enjoy productive lives.

## Where To Travel In 2024



Scan to shop Stella Ryder in-store



Equine therapy in action



# The Scoop On “It’s About Fucking Time”



It’s About Fucking Time: Stella star Eva Mendes in the Winter 2024 campaign.

## The Story Behind The Statement

Four words have been on everyone’s lips: It’s About Fucking Time. Stella McCartney’s latest campaign pulls from the manifesto that opened the British designer’s Winter 2024 runway show and led the subsequent campaign, starring Eva Mendes and Raye. It is inspired by a custom ‘About Fucking Time’ tank top worn by Stella during Sir Paul McCartney’s inauguration into the Rock and Roll Hall of Fame in 1999. This was subsequently remixed by Sir Paul McCartney donning a t-shirt

stating ‘About Flippin’ Time’ when Stella won the VH1/Vogue Fashion Award for Designer of the Year in 2000. Now, the tank top is back and it’s about fucking time! The phrase has been reinterpreted as an activist rallying cry for the planet and its creatures, calling on the brand’s global community of changemakers to join Stella by raising their voices too. Among those who have joined in are Zoe Kravitz, Charli XCX, Troye Sivan, Paris Hilton, Karlie Kloss and Dua Lipa. More have also shared their thoughts online using the custom TikTok filter. So, what do you think It’s About Fucking Time was changed in the world?



Stella and Paul McCartney at Rock and Roll Hall of Fame, 1999



World-first Stella Ryder in Hydefy

# Fashion Fungi: Introducing Hydefy

## A World-First Stella Ryder

Stella has done it again! The British conscious luxury pioneer debuted her Stella Ryder handbag in a world-first Hydefy – a cutting-edge innovation, transforming fungi and sugar cane derivatives into a vegan alternative to leather.

The metallic silver edition was a sustainability star on the Summer 2025 runway, presented alongside cloud knits crafted from recycled and recyclable yarns giving a second life to plastic bottles and caps as well as seaweed-based Kelsun™ yarns.

**What is Hydefy?**  
Hydefy is a next-gen material made from the fermentation of fungal micro-organisms,

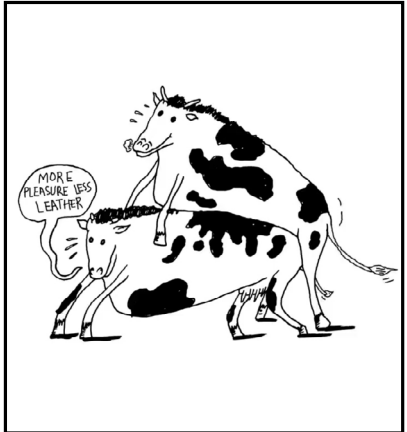
producing a mycelium biomass that can be turned into a cruelty-free material. These extremophile species were first discovered living in Yellowstone National Park’s volcanic hot springs through NASA-funded research. Hydefy significantly reduces resource consumption, greenhouse gas emissions and pollution compared to existing leather alternatives and takes less time to

grow than other mycelium technologies, fermenting in just two to three days. Stella McCartney is constantly exploring plant-based, regenerative alternatives that do not harm animals and heal Mother Earth. Harmonious to this philosophy, the innovators behind Hydefy prioritise practices and inputs that focus on revitalising material sources, systems and communities.



Yellowstone Park, Hydefy’s natural origins

# Stella Strips





# Stella And Adidas Are Off To The Races Again

## Meet The Rasant Trainer

Almost exactly 23 years ago, a young Stella McCartney was steaming dresses emblazoned with blush-inducing slogans like ‘Slippery When Wet’ and fitting models in her signature Savile Row tailoring – the final stages of preparation for her first runway presentation as a designer at the helm of her own fashion house. The finishing touch on an edit of looks? A pair of adidas Monza trainers. The result was a playful juxtaposition of super sexy feminine looks, with the sporty attitude of the high-topped trainers. This started a conversation between Stella McCartney and adidas, which has led to a collaboration over-20-years strong. We caught up with McCartney ahead of her Summer 2025 runway show at Paris Fashion Week, where she debuted her new Rasant trainer in collaboration with adidas. She tells us, “Bringing back the Rasant sneaker, which feels fresh and relevant. Flat to the floor and full of fierce energy; my Stella girl from my first

show feels right for today.” The high-top gets its name from the German word for ‘rapid’, a nod to the silhouette’s racing roots – taking inspiration from the iconic Monza sneaker, popularised in the 1970s and 80s by the likes of Mario Andretti and Michèle Mouton, a female pioneer in the sport. The outline is modernised for Summer 2025 with an innovative construction in cruelty-free, vegan alternatives to nubuck leather. The Rasant’s design is a signature fusion of high performance and high fashion, including cascading layered lace on fabric giving movement, a natural colour palette and streamlined shape. Stella McCartney and adidas have built a legacy of supporting boundary-breaking female athletes since the adidas by Stella McCartney collaboration launched in 2004. The partnership was among the first of its kind, and outfitted Team GB at both the London 2012 and Rio 2016 Olympic Games. The collaboration is entirely vegan and strives to push the limits of innovation with high-performance sportswear materials with lower environmental impacts.



The Rasant trainer on the Stella McCartney Summer 2025 runway



The Monza trainer on the Stella McCartney Spring Summer 2002 runway



The Rasant trainer; shot by Stella behind the scenes



Wearable sculptures, in collaboration with 886 by the Royal Mint

## Good As Gold: The World’s Most Sustainable Jewellery

### Repurposing Electronics And Medical Waste

Stella McCartney introduced a collaboration with the Royal Mint’s 886 at her Summer 2025 runway show, an exclusive flight of dove-shaped wearable sculptures hand-carved in repurposed gold and silver – giving a second life to electronics and medical waste. These pieces are amongst the most sustainable jewellery items in the world. We caught up with 886’s creative director Dominic Jones to explore the alloy of their shared visions and values. **Where did 886’s sustainability journey start and how has it evolved?** DJ: We’ve now created a huge plant at the Royal Mint in Wales that is working as a solution to tech waste, which the UK creates 50 million tons of and ships across the world and buries in landfill. Alongside that, we have developed a silver process that extracts silver from medical X-rays. It’s the truest form of recycling, because it’s creating something from something that would have gone to waste otherwise. **What was the inspiration behind your collection with Stella McCartney?** DJ: We’ve created a beautiful, modernist kind of abstracted dove; Stella wanted this kind of peaceful shape, but with a real kind of brutalist finish.

When I was in the carving process, I created this surface texture by rocking a curved chisel over the surface of the wax. **How sustainable are the pieces?** DJ: The pieces that we’re creating for Stella are amongst the most sustainable in the world. The recycling process that we’ve created is unmatched. There’s a lot of misinformation around jewellery and recycling. We’re truly utilising a material that would have gone to waste, and we’re creating a product from something that not only is recycled in the way that people would presume it to be, but it also has a huge carbon deficit because it’s not being dug from mines then being shipped to the other side of the world to be made in factories and then shipped to be sold in stores. It’s a closed loop and it’s been refined, made and created in the UK. **The Facts** - More than 50 million tonnes of electronics waste are created annually – only 18% of which is recycled. - It is estimated 7% of the world’s gold is in discarded electronics. - The UK is the world’s second largest producer of electronics debris.



First domesticated horses  
5000 BC



Domesticated horses introduced to Near East.  
2300 BC



PALEOCENE EPOCH  
(56 MYA)  
First horse ancestors



4000 BC  
First horses in warfare.



2000 BC  
Horses enter daily life.

### The History of Humans and Horses



# In Vogue: Cruelty-Free Craftsmanship

## Luxury Doesn't Need Leather

Nestled in the Italian countryside is an accessories workshop. It shares many of the same

qualities as its nearby peers from other luxury houses – artisans are cutting materials, polishing metals and lovingly preparing items to be sent around the world. The key difference is there is no leather here.

This is a Stella McCartney atelier. Workers here are putting the finishing touches on the Stella Ryder – the brand's new vegan icon. Each is handcrafted without any animal products, down to the glue. The bag's vegan alternatives to leather are made from a mixture of recycled materials, with a trim and handles in grape-based VEGEA.

This is shaped by hand on a wooden mould, giving the Stella Ryder its signature silhouette – inspired by a horse's nape and back. It is then stitched together and lined with organic hemp, a naturally renewable plant-based material. The final touch is the hardware, with a hand-placed lock in polished brass. While the cruelty-free materials may be different,

the finished product has the same level of quality and craftsmanship as any other luxury bag. In an industry where over 1 billion animals are killed annually for their skins, 90% of Bangladeshi leather tannery workers die before the age of 50 and 80% of the Amazon's deforested areas are driven by cattle ranching, the Stella Ryder is not only elevated and ethical – it is essential.



# A Stellar Line-Up: Summer 2025's Hottest Innovations

## The Future Of Fashion

Stella McCartney debuted a series of pioneering innovations at her Summer 2025 runway show. **RECYCLED NYLON YARN** Pairing the runway show's bird inspiration with innovation are cloud-like knits spun from strands of Peekaboo regenerated nylon – giving a second life to plastic bottles and caps. Every year, 12 million tonnes of plastic find their way into the ocean. Stella's knits are fully recyclable, keeping more fibres out of waterways, landfills and incinerators.

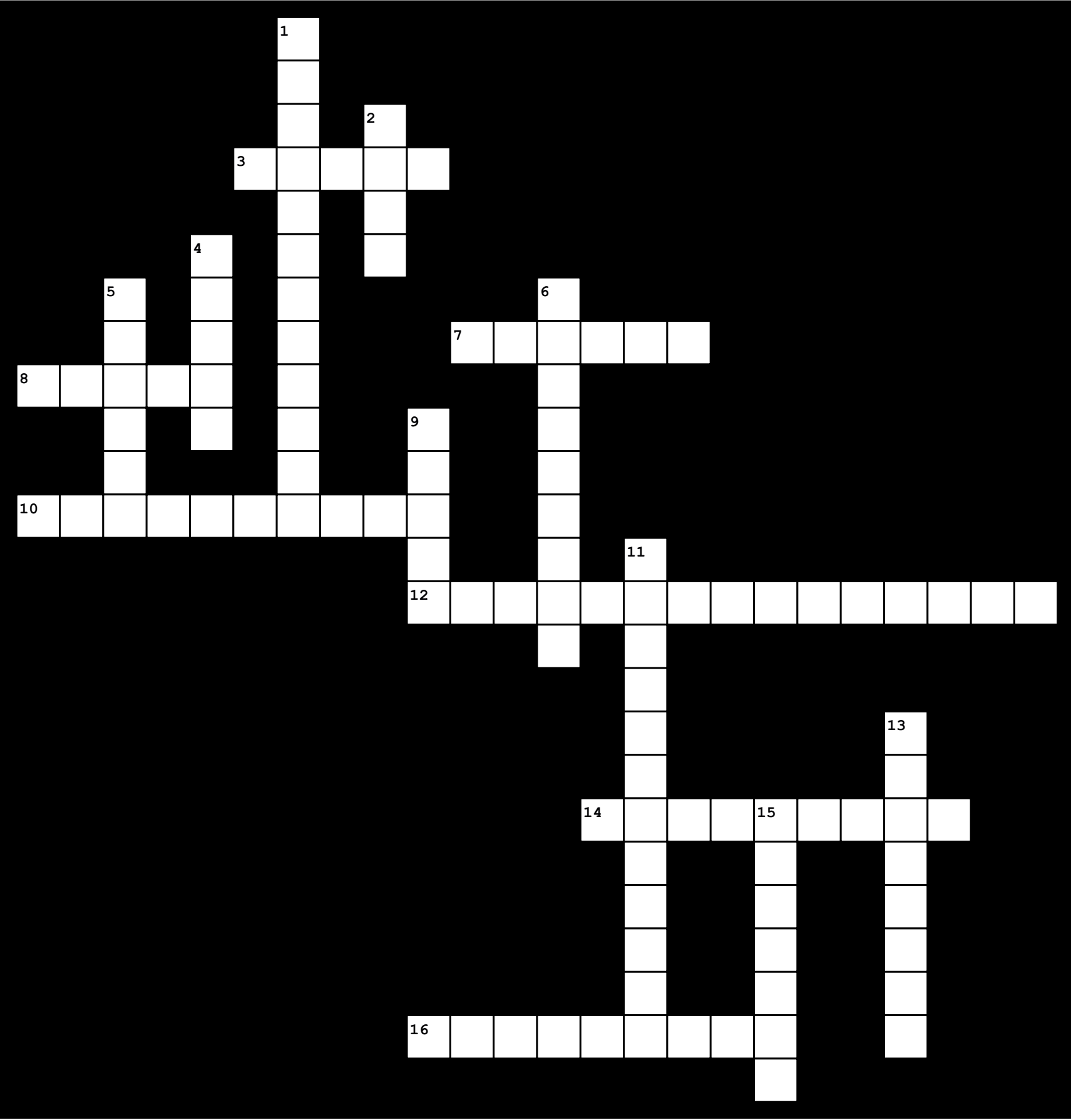
### SEAWEED FIBRES

Returning to the Stella runway is Kelsun™, a regenerative kelp-based yarn with a significantly lower environmental footprint than conventional fibres like cotton and acrylic – using 100% less pesticides, 70 times less water and being highly compostable. Supported by the SOS Fund, a \$200 million investment fund co-founded by Stella McCartney, Keel Labs uses an abundant biopolymer found in seaweed to create this luxurious and environmentally friendly textile – commercially available for the first time ever in the Summer 2025 collection.



Cloud knits in recyclable yarn, recycled from bottles and caps

# Crossword Puzzle



### ACROSS

- 3. Each Stella Ryder is handcrafted by artisans in \_\_\_\_\_.
- 7. VEGEA is made from which fruit?
- 8. Stella's favourite animal.
- 10. Stella has been one her for her whole life.
- 12. Globally recognised pioneer of conscious luxury fashion.
- 14. Where Stella learned tailoring.
- 16. Equine footwear.

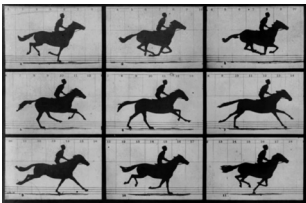
### DOWN

- 1. Linda McCartney was a pioneering female \_\_\_\_\_.
- 2. Horses are cruelly slaughtered to make \_\_\_\_\_ for fashion.
- 4. Stella's new vegan icon.
- 5. Stella's favourite season.
- 6. Stella's favourite breed of miniature horse.
- 9. Paul and Linda McCartney's band.
- 11. Stella graduated from Central \_\_\_\_\_ in 1995.
- 13. Stella partially grew up here.
- 15. Something Stella would never wear.

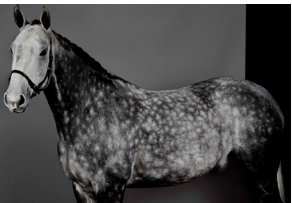
Horses enter the Olympic Games.  
684 BC



First Royal Ascot.  
1807



Horses no longer needed as transportation.  
1930



1500  
Spanish re-introduce horses to North America.



1878  
First moving horse images by Eadweard Muybridge.



2006  
Horses are protected by Animal Welfare Act.

## The History of Humans and Horses



# Save What You Love

*I can do what humans can't*  
*Except in dreams*  
*In the air*  
*I am fearless*  
*I am free*  
*Humans think they have a unique intelligence*  
*But what they have is a unique responsibility*  
*To see from a bird's eye view*  
*Before we become invisible losses*  
*Because a world where there are only planes in the sky*  
*And no song in the trees*  
*Will never make the heart soar*  
*I evolved to fly*  
*Not to die*  
*We can live*  
*In harmony*  
*We are birds of a feather*  
*Stronger together*  
*Save what you love*

My Summer 2025 runway show was a celebration of birds and all animals, rooted in author Jonathan Franzen's book *The End of the End of the Earth*. His words inspired my collection's guiding message 'Save What You Love', which we have brought to life as a manifesto narrated by Helen Mirren.

Nearly 50% of bird species are in decline. The fashion industry alone harms and kills 3.4 billion ducks, geese, chickens and more just for feather down. If we want to protect birds for the generations of tomorrow, we need to take action to save them today.

In Jonathan's book, he talks about his love for birdwatching and how it helped to alleviate his stress and anxieties during the 2016 American election. Timely and relevant for the current political climate, I also turn to animals for healing and respite. Studies have shown that just six minutes of birdsong can help to improve mental health conditions – just one more reason why we should save and love our feathered friends.

Celebrating and protecting animals has been core to everything we do here at Stella since day one. People used to call me an 'Eco Weirdo' when I launched the world's first luxury house committed to never using leather, feathers, fur and exotic skins. Nearly a quarter century later, my Summer 2025 runway once again shows a better way is possible – introducing my new vegan icon, the Stella Ryder.

Sculpted in the shape of a horse, it embodies the highest levels of craftsmanship in materials that do not compromise on desirability or sustainability. I challenge you to tell the difference from animal leather. If we all make kinder, more mindful choices with our fashion, we can help to save the over 1 billion animals killed annually for their skins – including horses.

I hope you will join us on this ride. Let's save what we love.

X  
Stella

STELLA McCARTNEY



# Stella McCartney Debuts New ‘It’ Bag Of The Season At Paris Fashion Week

Lara Owen,  
The Independent

Stella McCartney has debuted a new ‘it’ bag at Paris Fashion Week – stealing the spotlight from the current buzzy accessory, The Row’s Margaux bag. The new ‘quiet luxury’ it bag was presented in varying sizes – from micro minis to large weekenders. The bag featured a cupid’s bow shaped closure, bowling bag handles and a structured square base. It came in a range of faux leathers, crocs and suedes – with McCartney hailing that no animals were harmed in the making of her accessories. Dubbed the ‘Stella Ryder’, the bag is already available to pre-order on McCartney’s website – the larger shoulder bag version comes in black and brandy and retails for £1,175, while the smaller crossbody bag comes in black, brandy and camel, costing £895. McCartney, 53, is known for her ‘quiet luxury’ aesthetic and a timeless approach to fashion. In 2018, the British designer was commissioned to make the Duchess of Sussex’s wedding reception dress – a slinky white halterneck that took the internet by storm with its demure Hollywood glamour silhouette. The new bag is set to take the reins from McCartney’s iconic

Falabella bag as the brand’s most coveted tote. The original vegan luxury handbag, named after McCartney’s favourite species of horse, is immediately recognisable. The style plays on hard and soft, with its smooth faux leather and heavy chained trim making it a cult classic. The Falabella has been worn by the likes of Rihanna, Kim Kardashian, Kate Moss and Meghan. McCartney’s spring/summer 2025 show was titled ‘SAVE WHAT YOU LOVE’, exploring the relationship between people and wildlife, with an emphasis on birds. Taking place outside in the grey Parisian drizzle under the Eiffel Tower, nature was a key component of the show. The floating gowns had an ethereal bohemian quality to them, evoking the Seventies style of the season. With feminine drapes and sheer layering, the designer seemed to draw upon her influential tenure at French fashion house Chloé between 1997 and 2001. In true Parisian fashion, the heavens opened at the end of the show, causing audience members to leap from their seats as McCartney gave a closing wave. Stars including Natalie Portman, Greta Gerwig and Maria Sharapova flaunted the label’s new bag on the front row.



Fluid draped vegan alternatives



Stella Ryder on the Summer 2025 runway

## Who Wore It Best: Stella Ryder At Summer 2025 Runway Show



Tiffany Haddish



Greta Gerwig



Hayley Williams



Natalie Portman

# Stella McCartney Spring 2025 Ready-To-Wear

Mark Holgate,  
Vogue Runway

You’ve got to love Stella McCartney and frankly I do. Backstage after her terrific en plein air show this gray yet (finally!) dry Paris morning, McCartney was fielding questions about the collection she’d just shown. It had riffed on swaggering big shouldered suiting and capacious trenches (both very much in evidence these past few days) for day and plissé dresses and delicate lingerie with slouchy trousers for night. All of this came with some very ’80s sculpted Charles Jourdan-esque high sandals, flat boxing boots for the pugilist in us all, and a new duffel bag shape called the Ryder in vegan materials which came in every size from delicately petite to big enough to accommodate plenty of clothing changes for a three-day trip. Watching the proceedings: Natalia Vodianova, unsurprisingly (she and McCartney are friends); and, very surprisingly, Virginie Viard, who recently departed Chanel, and was there for a rare public appearance with her son Robinson Fyot. It was a lovely gesture of sisterly solidarity that McCartney excels at. Anyway: Back to the backstage. What was McCartney’s favorite look? The blue bubbly cloud of a mini dress crafted out of recycled plastic bottles, she said. The fact she’d put Mother on a tank? Because, she replied, we’re all mothers and we inhabit Mother Earth, so it’s a pretty good word— then adding, conspiratorially, but don’t tell anyone, the word fucker is in tiny print at the bottom. And a question on her favorite color led her to talk about blue skies, and ergo, birds, the whole inspiration for the collection. Birds had

been used as a dove print, a golden avian in flight as a bra top, a necklace, a bangle, and a hefty bag charm, and were on the soundtrack courtesy of Prince’s “When Doves Cry” and a specially written word piece intoned at the show’s opening by Helen Mirren. McCartney took a breath. “We’re talking about not killing birds this season,” she said, “but a billion and a half birds are killed for fashion. Feathers belong on birds, so we can be inspired by them. This season was about being elevated, being a bird, being free and seeing things from a different perspective: masculinity, femininity.” This is classic McCartney, and is why, after being in business some 20-plus years, she retains her position as a creative force who’s willing to voice her criticisms of an industry which contributes— if one can use that word— to the environmental situation we currently find ourselves in, dancing not so merrily on the edge of a volcano. McCartney smartly understands the secret is to engage, and engage, and engage, again and again and again, every way you can: The About Fucking Time caps (she and PETA have used the phrase to highlight their new-ish campaign around animal welfare, or the lack thereof) which sat on every seat; the copies of The Stella Times which were also there, a newspaper filled with facts and statistics; and more generally, the way she fuses hard and unpalatable truths with that tongue-in-cheek British sense of humor of hers to make people hopefully think. Her clothes today were great, really great, but when you consider everything else she is doing to sound the alarm on a situation which is likely heading towards a worrying unknown, you can only regard her with the greatest of respect.



Pauline Chalamet





STELLA McCARTNEY

Printed on Recycled and Recyclable Paper