

STELLA McCARTNEY

ECO FACT SHEET
WINTER 2026

A message from Stella

“At Stella McCartney, from day one, we refused leather, fur, feathers, and skins. We’ve worked with spider silk spun in labs, grown handbags from mushrooms, and turned apple waste into shoes. We’ve saved hundreds of millions of animal lives, protected forests, and kept countless tons of waste out of landfills. And we’ve proven you don’t have to sacrifice craft, fit, or style to do the right thing.

But this is bigger than fashion. It’s about people. The same hidden industries that exploit animals also endanger workers, pollute communities, and strip away dignity. When we talk about sustainability, we must talk about human welfare too.

Fashion is not just about what we wear. It is about the health of our planet, our people, and our future. We need to rethink fashion. Support conservation. Believe that change is possible – because it is.”

- STELLA McCARTNEY, CREATIVE DIRECTOR

STELLA McCARTNEY

WHERE THE FASHION INDUSTRY STANDS

- Over 2.5 billion farmed animals are killed every year for leather alone.
- The fashion industry uses enough water every year to meet the needs of 5 million people.
- The industry is estimated to emit about 8.3 million tonnes of methane annually just from livestock-based materials.
- Up to 35% of microplastics in the ocean come from synthetic fibres.
- Fur farming confines more than 100 million animals a year in cramped wire cages, causing extreme physical and psychological suffering.
- The leather industry is directly connected to deforestation - cattle ranching drives up to 80% of Amazon destruction.
- Over the next 20 years, the fashion industry could emit an estimated 712 million tons of carbon equivalent emissions.

ECO FACTS WINTER 2026

This season, ready-to-wear is crafted from 93% responsible materials. Winter 2026 is free from animal leather, feathers, fur and skins.

The collection features deadstock fabrics, forest-friendly viscose and acetate, responsibly sourced NATIVA and RWS wool from traceable sources, GOTS-certified organic cotton and silk, ECONYL, recycled polyester, leather alternatives such as grape-based VEGEA, air-purifying Airlite® bags and Living Ink's algae-based planet-friendly, vegan pigment.

New innovations include RC0100™ recycled cotton and vegan wool alternative Brewed Protein™.



STELLA McCARTNEY



2001

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

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.

2015

We launched Fur Free Fur.

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™.

2020

We began using recycled elastane in our denim, bio-lenses in our eyewear collections, launched Stellaware and announced our McCartney A to Z Manifesto.

2022

We released the world's first commercially available MyLo™ handbag, introduced Recycrom dye and Humana denim made from recycled textile waste, repurposed LVMH Nona Source deadstock fabrics, debuted a grape-based vegan alternative to animal leather, launched STELLA skincare and Stella joined SOS Fund.

2024

We introduced world-first luxury garments knit from seaweed-based Kelsun, launched a grape-based leather alternative with Veuve Clicquot, first-ever biologically recycled garments with Protein Evolution, CO2-absorbing Falabella bags painted with Airlite and launched a Stella Ryder in Hydefy's mycelium solution.

2026

We introduced world-first luxury garments knit from fermented, structural protein fibre Brewed Protein™ and launched a 100% recycled denim story in RCO100™.

2008

We started using organic cotton.

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.

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.

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 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.

2021

We released our Air Slide made from recycled industrial materials, the world's first garments made from MyLo™, incorporated more recycled content into our Falabella bags, and introduced regenerative fibres.

2023

We launched our first products crafted from SOKTAS regenerative cotton and introduced regenagri®-certified cotton denim, NewLife yarn made from plastic bottles, Bananatex® canvas using naturally grown bananas, luxury fashion's first-ever close-the-loop garment, debuted the first luxury bag crafted from plant-based MIRUM® and introduced bags made from UPPEAL™.

2025

We incorporated world-first Sequinova plant-based sequins, recycled silk, cotton linter viscose and YATAY M mycelium-based vegan alternatives to exotic skins. World-first plant-based, vegan and cruelty-free feather alternative FEVVERS and PURE.TECH; first-ever material that actively absorbs and neutralises air pollutants including CO² and Nox.

STELLA McCARTNEY

SINCE 2001

LEATHER FREE

WE HAVE BEEN LEATHER AND SKIN FREE
SINCE WE BEGAN IN 2001

- 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 14.5% of the world's greenhouse gas emissions (FAO, 2013).
- 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.

FUR FREE

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.

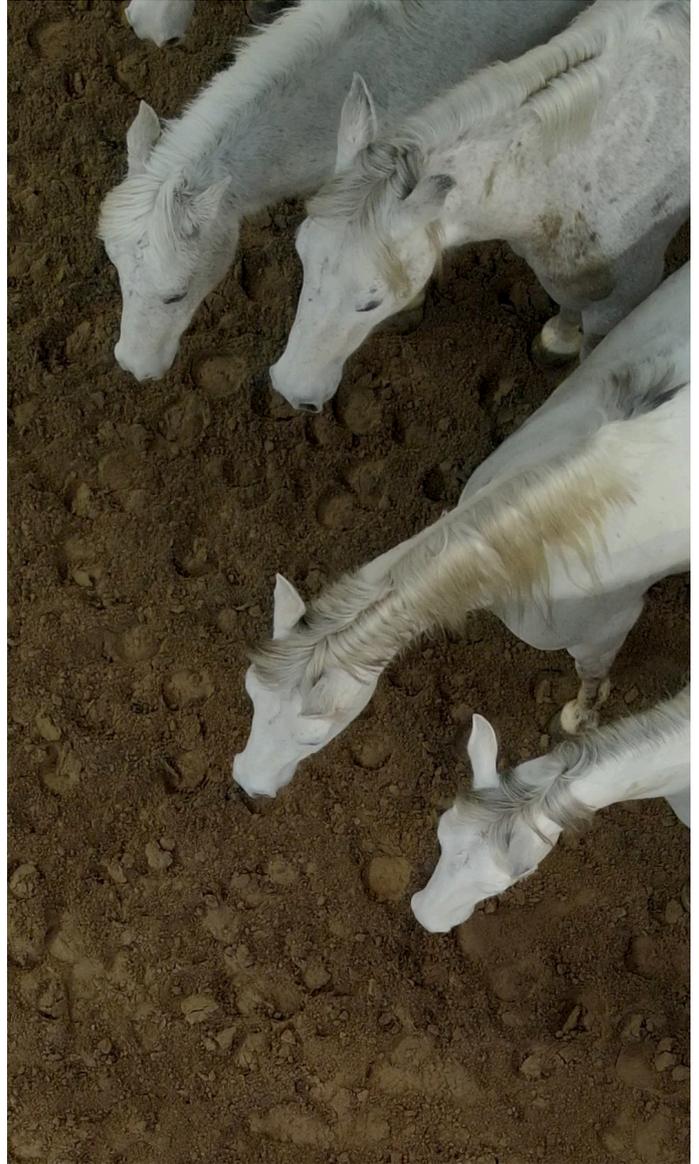
ANIMAL-FREE GLUE

- 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.

SINCE 2008

ORGANIC COTTON

- 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.



SINCE 2010

NO PVC

- 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 depression. Longterm exposure can lead to liver damage and an increased risk of cancer (CHAPD, 2008).
- 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, including our glitter and sequins.

STELLA MCCARTNEY

SINCE 2012

RESPONSIBLY SOURCED WOOD & PAPER

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

RECYCLED POLYESTER

- 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.

BIO-ACETATE

- Often eyewear is made with plastic from fossil fuels and Diethyl Phthalate, a harmful chemical.
- + All of our eyewear, including Stella Kids as of SS21, 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.

SINCE 2013

ANGORA FREE

- 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.

SINCE 2014

BIO-BASED TPU

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



SINCE 2016

FOREST-FRIENDLY VISCOSE

- Every year, 200 million trees are logged to make fabric. Deforestation releases 3 billion tonnes of CO2 annually and destroys the homes of land animals living in forests.
- + Our ready-to-wear collections only use traceable viscose that can be mapped back to responsibly managed, certified forests in Europe and the United States.
- + Forest-friendly viscose ensures that no deforestation occurs - meaning no ancient or endangered forests are destroyed, and the welfare of workers and local communities are protected.
- + Our responsibly sourced forest-friendly viscose is FSC-certified and never from ancient or endangered forests - verified by the CanopyStyle Audit.
- + Our suppliers' forests are managed according to strict standards, prevent deforestation, protecting biodiversity and engaging indigenous communities.
- + Stella McCartney have partnered with Canopy International since 2014 to ensure our viscose pulp does not come from ancient, endangered or protected forests.
- + We use the Canopy Hot Button annual report to monitor our viscose suppliers, ensuring they are adhering to and improving strict practices, as well as encouraging the shift away from virgin tree pulp to the incorporation of Nex-Gen and recycled inputs - protecting our forests and ecosystems further.

STELLAMOCARTNEY

RECYCLED CASHMERE

- Cashmere has an environmental impact that is up to 100 times higher than wool. It takes 4 goats to make a single cashmere sweater; this demand and over-production has led to the desertification of the Mongolian grasslands.
- + We use recycled cashmere, which has a 7 times lower environmental impact than virgin cashmere. It is made from preconsumer waste that would otherwise go to landfill.

SINCE 2017

METAL

- Brass is a high-impact material due to water pollution from copper mining.
- + We are gradually replacing brass with aluminium and stainless steel. Aluminium has a low environmental impact and is infinitely recyclable, with nearly 75% produced still in use.
- + We use more recyclable metals and have developed lower-impact coating techniques for our chains as an alternative to galvanisation.
- + We use recycled brass for our Falabella bag handles and straps.

ECONYL® REGENERATED NYLON

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

- + 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.

SINCE 2018

VEGAN STAN SMITH

- + 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.

MYLO™

- + We partnered with Bolt Threads to create the world's first ready-to-wear garments and commercially available handbag with Mylo™, a vegan alternative to animal leather made from infinitely renewable, regenerative and naturally abundant mycelium.
- + Entirely animal free and vegan, the mycelium in Mylo™ is created in a process that uses

less water and land and emits fewer greenhouse gases than raising cattle.

- + Mylo™ contains bio-based materials as an alternative to animal and petroleum-derived fibres, using components made from renewable ingredients found in nature and helping to keep fossil fuels in the ground.
- + The processing and finishing chemistries used to create Mylo™ are intentionally evaluated and selected using Green Chemistry principles.

LOOP SNEAKER

- + 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, employing an innovative new method of attaching the upper of the shoe to the sole without the use of glue; at the end of the sneaker's life, the upper can be removed for reuse or replacement.

MOHAIR FREE

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

SINCE 2019

EVARNU® - MADE TO BE REMADE

- 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.

SINCE 2020

RECYCLED ELASTANE

- Elastane, like polyester and nylon, is a synthetic material derived from oil.
- We introduced denim from Candiani made with GRS-certified recycled elastane using ROICA™ from Asahi Kasei.
- + The denim is also made with organic cotton and water-saving technology.

BIO-LENSES

- + In addition to bio-acetate frames, we introduced bio-lenses for the first time in our eyewear collections.
- + Bio-lenses incorporate natural and renewable materials to continue to reduce our use of oil-based plastics.

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SINCE 2021

RECYCLED INDUSTRIAL WASTE

- Most industrial waste ends up going to landfill, where it takes centuries to decompose.
- + Our Air Slide midsoles are made from 50% manufacturing waste

REGENERATIVE FARMING: WOOL

- 75% of Earth's land is degraded due to human activity such as harmful farming practices.
- + We are embracing regenerative farming, also referred to as 'carbon farming', which increases biodiversity, regenerates topsoil, improves watersheds, enhances ecosystem services and sequesters carbon.
- + We have been developing our own pioneering project for 2 years and have partnered with leading scientists and wool growers.

SORONA®

- Padding in quilting is often made from materials that are neither recyclable nor very kind to the planet.
- + Sorona® padding is made with 37% plant-based materials. It is recyclable and consumes up to 30% less energy and produces up to 63% less greenhouse gas than conventional synthetics.
- + We have been developing our own pioneering project for 2 years and have partnered with leading scientists and wool growers, including Chargeurs Luxury Fibers' NATIVA™.

SINCE 2022

RECYCROM™

- Conventional dyes often use virgin petroleum based-materials, contributing to climate change and greenhouse gas emissions.
- + Recycrom innovatively transforms textile waste into pigment that can dye cotton and other fibres.
- + This process does not use any fossil fuels and diverts textiles from going to landfill, supporting a circular economy.

VEGEA

- + A grape-based vegan alternative to animal leather is created using a biomaterial containing agricultural elements from Italian wineries that would otherwise have been waste, sitting on a recycled polyester base.
- + By repurposing the waste of other sectors to make our products, we are utilising industrial symbiosis in our approach to circularity.



- + A conscious bio-material, it creates less water waste compared to animal leather and uses no poisonous chemicals.

THE SOS FUND

- + Stella joined forces with venture capital firm Collaborative Fund to launch the SOS Fund - worth \$200 million, aimed at investing in next-gen cleaner businesses, founders and sustainable solutions.

SINCE 2023

REGENERATIVE AGRICULTURE: COTTON

- Monoculture plantations with conventional and organic cotton reduce biodiversity, ecosystem resilience and increase risk of crop failure.
- Conventional cotton production uses 2.5% of the world's arable land, but accounts for 16% of all pesticide use. These toxic chemicals risk the health of farmers, local communities and all living things.
- + By embracing regenerative agriculture, we are helping to restore biodiversity, regenerate topsoil, improve watershed functioning, enhance ecosystem services and sequester carbon.
- + Since 2019, we have been developing our own pioneering regenerative cotton project in conjunction with SOKTAS in Turkey - supporting their transition away from more conventional practices.
- + This helps to improve the welfare of farmers and local communities, as well as overall land productivity.

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- + Cover crops diversify farmers' income streams, increasing their resilience.
- + Summer 2023 features our first products made from regenerative cotton.
- + Our regenagri®-certified cotton is sourced from regenerative agricultural programmes that focus on the health of the land and the wealth of those who live on it. The programme increases biodiversity, improves watershed and regenerates topsoil, in turn enhancing ecosystem services and carbon sequestration. We introduced it in 2023 on several key cotton denim styles.

MIRUM®

- The fashion industry is over-reliant on plastics and synthetics, with around 342 million barrels of oil used each year to produce materials for clothing.
- + We have partnered with NFW to craft the first luxury runway accessories from MIRUM®, an entirely plastic-free, vegan alternative to animal leather.
- + It is the first scalable, 100% biobased alternative to animal leather made from plants and minerals.
- + MIRUM® prioritises communities and environments by utilising only natural ingredients and renewable plants, setting a new standard for vegan material innovation.

UPPEAL™

- Exotic skins are cruel, unethical and inhumane: animals are kept in crowded and unhygienic enclosures and suffer immensely before being skinned alive.
- An estimated 30,000 tonnes of apple waste are generated by the food industry in Northern Italy.
- In Vietnam alone, 30,000 crocodile skins are exported annually for fashion. (PETA)
- + Uppeal™ by Mabel Industries is a vegan alternative to animal leather and exotic skins produced from the waste of apples grown for the food industry in South Tyrol, Northern Italy - using leftover pulp, skins and seeds that would otherwise be discarded or burned.
- + By using food waste as a resource, we tap into industrial symbiosis.

SINCE 2024

KELSUN™

- Up to 500,000 tonnes of microplastics from textiles enter global marine environments annually, harming people, animals and ecosystems.

- + There are 14 million tonnes of microplastics accumulated on the ocean floor.
- + Kelsun™ is a seaweed-based yarn created from a renewable and abundant biopolymer found in kelp, with a significantly lower environmental footprint compared to conventional fibres.
- + Kelp is one of the most regenerative organisms on Earth, absorbing carbon dioxide and creating cleaner, improved marine habitats.
- + Compared to cotton, Kelsun uses 70% less water and no pesticides nor agricultural land.

TANORA

- The majority of conventional fashion accessories rely on resource-intensive materials that contribute to deforestation, water pollution and habitat loss.
- + TANORA raffia is harvested through careful hand-pruning, not cutting - preserving the health and regeneration of the raffia palm.
- + Raffia is a renewable, biodegradable fibre with one of the lowest environmental footprints in the fashion industry.
- + Harvesting only begins once leaves reach a minimum height of 1.2 metres, ensuring non-disruptive, responsible practices.

VEUVE CLICQUOT

- Leather's environmental impact is incredibly high; sources estimate that animal agriculture contributes between 11-17% of the world's GHG emissions, 65% of which is from cattle, and is driving the destruction of our rainforests
- + About 80% of the Stella McCartney x Veuve Clicquot cruelty-free leather alternative is made of vegetal, renewable and recycled raw elements
- + Grape-based alternatives to leather typically have a 40% lower impact on global warming and 50% reduction in water compared to fossil fuel-based alternatives, as demonstrated in Life Cycle Assessments
- + The grape stems used in the Stella McCartney x Veuve Clicquot material are grown regeneratively, and the material is solvent-free, metal-free and free from dangerous and toxic substances.

PROTEIN EVOLUTION

- Producing plastic-based textiles uses an estimated 342 million barrels of oil every year, with polyester accounting for 80% of these synthetic fibres
- Plastic production results in over 1.6 billion tons of greenhouse-gas emissions each year, with an estimated 91% of plastic produced not recycled - instead entering landfills, incinerators or missing the collection system altogether.

STELLAMOCARTNEY

+ Protein Evolution is helping to eliminate plastic waste, and reduce the industry's reliance on fossil fuels, through a biological recycling process pairing enzymes and AI to break down polyester and other synthetic fibres

BIOPUFF®

- Ostrich feathers are the most commonly used of all wild bird feathers in the fashion industry with an estimate of over one million birds being killed each year.
- South Africa's ostrich industry emits some 62,134 tonnes of carbon equivalent emissions each year, with both the production and processing of feathers being more climate-intensive than ostrich skin production.
- + BioPuff® is a truly regenerative, traceable and cruelty-free insulation crafted from bulrushes that are actively contributing to wetland regeneration in the UK - enabling a reduction in carbon emissions, providing spaces for biodiversity to be boosted and helping to build climate resilience to both droughts and flooding.

HEMP

- Conventional cotton uses 6% of the world's pesticides and 16% of all insecticides, more than any other crop.
- + Hemp is a durable natural fibre that grows quickly and does not need special attention, pesticides or chemical products.
- + It has strong roots that induct oxygen into the soil, capable of cleaning up contaminated lands and enriching them with nitrogen. Hemp additionally converts carbon dioxide into oxygen, fighting climate change.

AIRLITE®

- + Airlite® is an innovative and environmentally friendly paint that actively purifies the air. Copying nature to break down pollutants, it acts as a catalyst, rather than absorbing or filtering them out.
- + Airlite® is made with 40% recycled materials in a factory powered entirely by renewable energy and contributes to all major certification schemes, such as BREEAM, LEED and WELL.
- + Airlite® has an extremely low carbon footprint, between 62% and 76% less than that of conventional paint.
- + Airlite® actively breaks down NO2 to purify the air by reducing pollution and toxins. It's also naturally antimicrobial, killing

bacteria on the surface of whatever it coats and degrading viral proteins.

YATAY® B

- + YATAY® B includes all biobased materials made from advanced second-generation bio-polyols, using certified FSC or GRS backings.
- + YATAY® B fabric is made with bio-polyols from non-food and GMO-free corn crops.
- + YATAY® B is USDA (United States Department of Agriculture) certified as having a bio percentage higher than 25% by weight, with some exceeding 80% organic content.

LIVING INK

- Traditional Carbon Black is a harmful powder pigment commonly used to add colour and structural stability for the ink, textiles, plastics and rubber industries; derived from the extraction and burning of dense petroleum substances like oils and tars, it is listed as a Class 2B human carcinogen.
- Conventional Carbon Black is hazardous to human health, causes environmental degradation, depletes finite natural resources and doesn't break down naturally.
- + Living Ink's bio-based and carbon-negative alternative, Algae Black™, provides brands with a safe and renewable pigment that resonates with their eco-conscious consumers.
- + Living Ink is a patented carbon negative ink dye derived from spirulina blue-green algae.
- + Algae is one of the most productive and prolific plants on earth. Grown using sunlight as power and CO2 as building blocks, algae naturally sequesters CO2 from the atmosphere and provides over half the oxygen we breathe.
- + Growing algae requires minimal land and less water usage compared to traditional crops, meaning zero contribution to deforestation or the displacement of land and other resources for food production.

PEEKABOO RECYCLED NYLON

- 12 million tonnes of plastic are dumped into the ocean every year.
- + PEEKABOO by BE.MI.VA is made from recycled nylon regenerated from plastic bottles and bottle caps.
- + This yarn is fully recyclable at the end of its life, keeping more fibres out of landfill, incinerators and waterways.

STELLAMoCARTNEY

HYDEFY

- More than 1 billion animals are killed for the global leather industry every year.
- + Hydefy is an animal-free, planet-friendly and vegan textile that also significantly reduces resource consumption, greenhouse gas emissions and pollution compared to animal leathers and existing alternatives.
- + Hydefy is made from the fermentation of fungal micro-organisms that produce a mycelium biomass, Fy™.
- + Other fungi technologies can take weeks to grow, while Hydefy grows in less than 3 days.

SINCE 2025

BIOCIR®

- Over 99% of plastic is made of chemicals sourced from fossil fuels.
- + BioCir® is a non-toxic, biobased, recyclable and compostable alternative to fossil fuel-based plastics - made using feedstock sources like castor beans, oils and polysaccharides.
- + It has the flexibility and softness of rubber, with the durability of TPU, and is dyed with natural cinnamon.
- + BioCir® is created through combining high molecular weight biodegradable polymers, naturally occurring bio-based constituents and other biodegradable modifiers.

YATAY M

- Every year, 1.5 million crocodile skins are used by the fashion industry.
- Over 440,000 python skins are slaughtered in Indonesia, Malaysia and Vietnam for fashion annually.
- + YATAY M is a vegan alternative to animal skins crafted using mycelium, the root-like structure of fungi that helps to remove carbon from the atmosphere.
- + It incorporates 30% recycled Polyester and 70% Biobased Polyurethane - reducing our reliance on fossil-based and virgin plastics.

SEQUINOVA

- The fashion industry is responsible for 35% of the world's microplastics.
- + Sequinova is a plant-based, non-toxic alternative to petroleum-derived plastics, formulated using wood and renewable feedstock.
- + Any chemicals used are kept in a closed loop system, with the sequins manufactured locally in Europe.

COTTON LINTER VISCOSE

- Every year, over 300 million trees are felled for the fashion industry.
- + Most viscose uses wood pulp from trees; this innovation repurposes cotton linter - the short fibres attached to cottonseeds that would normally go to waste.
- + The cotton linter waste used in this material is sourced from cottonseed oil production.

GRS RECYCLED SILK

- Every year, over 100 billion pieces of clothing are produced - equivalent to 12.5 garments per person on the planet.
- + Global Recycling Standard (GRS) certified recycled silk is created by reusing and repurposing silk waste such as old garments, offcuts and discarded silk cocoons, reducing textile waste.
- + Recycled silk reduces water and energy use, lowering overall environmental impact.

FEVVERS

- Over 1 billion birds are killed every year for their feathers and down, often plucked alive in cruel and unsustainable practices.
- Feather and down processing requires harsh chemical treatments that pollute waterways and damage ecosystems.
- + World-first plant-based, vegan and cruelty-free feather alternative.
- + By replacing feathers and down, FEVVERS reduces reliance on industrial poultry farming, cutting methane emissions and preventing chemical pollution.

PURE.TECH

- The fashion industry contributes up to 8% of global greenhouse gas emissions.
- Urban air pollution causes 7 million premature deaths annually.
- + World-first air-purifying, certified, programmable material that actively cleans air as it is worn.
- + Actively absorbs and neutralises air pollutants including CO² and NO_x, turning them into harmless carbonates and nitrates.
- + Independent trials prove that a 30g sample can eliminate 2245ppm of CO² in under 10 hours, with NO_x removal efficiencies above 20% under ISO 22197-1 testing.

STELLAMcCARTNEY

SINCE 2026

BREWED PROTEIN™ BY SPIBER

- Protein fibres like wool, cashmere and silk offer superior warmth but are inherently dependent on carbon intensive animal agriculture.
- + Brewed Protein™ is a next-generation structural protein fibre created through precision fermentation.
- + Genetically engineered from microbes produced in a lab setting, Brewed Protein™ eliminates the need for animal-derived fibres such as wool while significantly lowering environmental impact.
- + Brewed Protein™ can be metabolically recycled back into nutrients to create new fibre.

RC0100™ BY SÄNTIS TEXTILES

- Growing cotton uses 16% of the world's insecticides and 6% of all pesticides - more than any other crop - and it takes 20,000 litres of water to produce one kilogram of cotton.
- + RC0100™ denim is made from 100% pre- and post- consumer waste cotton fibres.
- + Recycled through a fibre-friendly mechanical recycling process that is waterless and chemical-free.

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PRODUCT CATEGORIES

ADIDAS BY STELLA McCARTNEY

SINCE 2004

- + adidas by Stella McCartney pushes the boundaries of sustainable sportswear, driving high-impact performance with a lower impact on the planet.
- + A full performance wear offering of activewear, footwear and accessories prioritises eco materials including PRIMEBLUE and PRIMEGREEN, made from recycled polyester, and organic cotton.
- + The collaboration is entirely vegan and cruelty free, including the Stella Stan Smith.
- + We have launched circular innovations such as NuCycl by EVRNU®.
- + In 2021, we launched the unisex Predator Freak - the world's first vegan football part, designed in collaboration with legendary footballer Paul Pogba.
- + Introduced Made To Be Remade pieces that can be taken back by adidas at their end of life and recycled into new garments.

LINGERIE AND NIGHTWEAR

SINCE 2008

- + Our collections include sustainable pieces created from eco jersey, organic cotton and a lace made from 90% recycled materials.

STELLA KIDS

SINCE 2010

- + We use sustainable materials such as organic cotton, forest-friendly viscose and lyocell, and recycled polyester and nylon.
- + Our shoes and bags are vegan and cruelty-free.
- + We use recycled polyester and nylon in swimwear and outerwear.
- + Our babywear cotton is 100% organic, grown without the use of harmful pesticides.
- + All rainwear and rain hats have a fluorocarbon-free, water-repellent coating.

EYEWEAR

SINCE 2011

- + Cutting edge technology brings our conscious vision into focus, reducing our waste and dependence on oil-based plastics.
- + Our frames are created with plant-based bio-acetate.
- + Bio-lenses incorporate natural and renewable materials like castor oil.
- + All eyewear cases are vegan and contain accessories made with recycled materials.
- + We use in-store displays created from sustainable materials including an industrial waste-based acrylic and wood wool panels that combine certified sustainable wood and sawdust mineral binders.

SWIMWEAR

SINCE 2016

- + We create swimwear using sustainable materials, including ECONYL® and Q-NOVA® recycled nylons and organic cotton.
- + We integrate eco-friendly details into the collection, including biodegradable beads.

STELLAWEAR

SINCE 2020

- + Our sustainable innovation fuses underwear and swimwear, empowering women to wear pieces more and buy less.
- + We created Stellawear using two eco-friendly materials: ECONYL®, a regenerated nylon made from fishing nets as well as factory waste, and ROICA™ V550, a Cradle 2 Cradle certified elastane that is non-toxic and can break down safely at the end of its life without releasing harmful chemicals.
- + Our materials are saltwater and chlorine-safe, and UV tested.

STELLA BY STELLA McCARTNEY SKINCARE

SINCE 2022

- + STELLA skincare is made with consciously chosen active ingredients that are 99% from natural origins and have been graded by an external partner, Quantis, to align with their responsible standards.
- + Our cruelty-free products are entirely vegan and never tested on animals.

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SPACES & EXHIBITIONS

23 OLD BOND STREET

- + As Stella McCartney's global flagship, 23 Old Bond Street serves as a living lab for the brand's upcoming innovations and initiatives.
- + Envisioned by Stella herself, the store embodies our conscious luxury values - featuring wall finishes crafted from office paper waste, reclaimed timber plinths, vintage furniture, recycled foam seating, displays made from reused runway show props and repurposed Fur Free Fur lining the lifts.
- + It was also the first store in the United Kingdom to use Airlabs' nano-carbon filtration technology, protecting customers and staff from city air pollution.
- + 23 Old Bond was the first store in the UK to use biodegradable and biobased BNATURAL mannequins by Bonaveri constructed from BPlast®, a bioplastic material composed of 72% sugarcane derivative for a significant reduction of CO2 emissions, and coated with BPaint® - a paint made solely from renewable organic substances and free from petroleum derivatives.
- + Other highlights include: LEED accreditation; an oversized skylight maximising natural light; low-energy LED lighting; and 100% renewable electricity from Ecotricity.

WINDOWS AND POP-UPS

- + Our windows and pop-ups feature 90% of builds being recyclable or made from recycled materials, such as stainless steel, green cast acrylic, PVC free vinyl, cardboard and cut foam
- + Within our pop-ups, 70% of props are reused, including rails, lighting, plinths, furnishings and occasionally walls.
- + Any vinyl used in our editions are PVC-free vinyl and can be recycled, unlike most vinyl offered on the market.
- + Our Future of Fashion exhibit at Salone Del Mobile consisted of upcycled furniture from a local market, which we plan to emulate in our upcoming US pop-ups.
- + We are expanding our circularity approach to an increasing number of events, visual merchandising and retail spaces, aiming to re-use and recirculate décor and props as well as source recycled and reclaimed materials. As we make construction and refurbishment project decisions, we track and assess embodied carbon at each phase of the project - enabling us to reduce embodied carbon emissions as well as demonstrating product-level reduction decisions. Examples include using reclaimed materials in our recent store refurbishments.