

APPAREL AND ACCESSORIES

Stella McCartney flips pop culture moment into climate message

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Each of Stella McCartney's latest campaign stars is working to preserve the planet and improve human rights by way of entrepreneurial initiatives and advocacy. Image credit: Stella McCartney

By AMIRAH KEATON

British fashion house Stella McCartney is getting loud about the environmental crisis with help from actress Eva Mendes.

The brand is spreading the word on the launch of a collection made from 90 percent conscious materials by reviving a garment that captured headlines at the turn of the century. Featuring visuals that show its support for cruelty-free luxury fashion, the remnant of a high-profile moment in pop culture history titles Stella McCartney's campaign for winter 2024.

Repurposing pop culture

In 1999, the fashion designer behind the eponymous label accompanied her father, English singer-songwriter and musician Paul McCartney, to a Rock n Roll Hall of Fame induction ceremony held in his honor.

Ms. McCartney wore a custom shirt she created for the event. It read, "It's about fucking time."

Now, 25 years later, the infamous public incident has inspired a new marketing narrative, appearing across a campaign shot by American photographer Ethan James Green in London.



IT'S ABOUT FUCKING TIME

Shot by American photographer Ethan James Green, American actress Eva Mendes wears Stella McCartney's Winter 2024 collection in a new campaign. Image credit: Stella McCartney

Stills of campaign models are placed next to animals of similar shades in an artful reminder of the beauty of biodiversity.

A shot of a pink flamingo is positioned underneath one of Ms. Mendes, who dons the Oversized Plush Teddy Long Coat, which retails for 3,700 euros.

Another frame captures the business owner, the founder of a zero-waste water company, in a vegan trench coat that uses UPPEAL, the collection's trademarked answer to crocodile skin constructed from apple waste.

Each of the campaign's stars is working to preserve the planet and improve human rights through entrepreneurial initiatives and advocacy.

In addition to Ms. Mendes, Stella McCartney has also cast British singer-songwriter RAYE, who speaks to issues at the intersection of climate change and feminism, in the Winter 2024 campaign.

She rocks the Falabella Tiny Tote bag, produced with plastic-free, circular, fossil fuel-free and water-free MIRUM, a vegan alternative to animal leather.



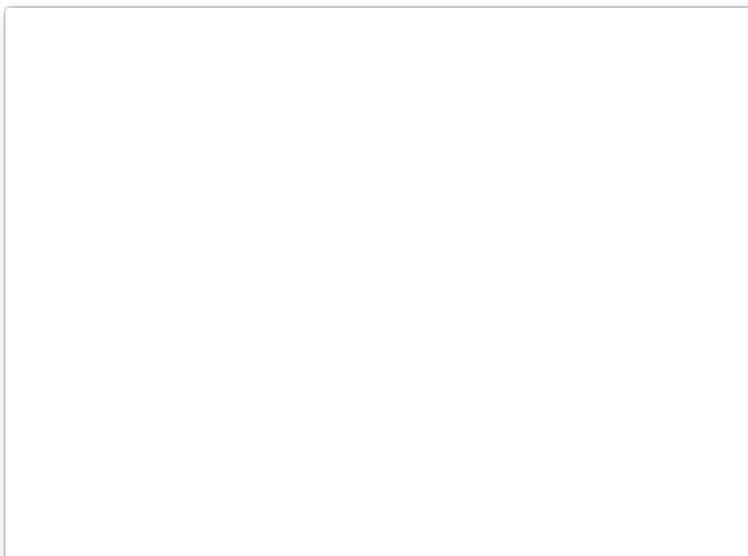
British singer-songwriter RAYE, who speaks to issues at the intersection of climate change and feminism, has also been cast in the Winter 2024 campaign. Image credit: Stella McCartney

Peppered throughout are statistics that further outline the cause at hand: "Fashion uses 1.5 million crocodile skins annually," one reads, ending with "It's About Fucking Time to Save The Animals," while another says "1,000 polar bears are hunted annually, some for fur," and finishes with "It's About Fucking Time to Save The Animals."

The cheeky phrase also takes to the front of t-shirts, which are already **sold out** online, and are also available in-store. The 225-euro organic cotton novelties are at the center of a digital strategy with viral appeal.

Climate-driven collection

Promoting the collection, content featuring celebrities including American singer-songwriter and actress Madonna, American actress Zoe Kravitz and English singer and songwriter Charlie XCX dressed in the collection's "About Fucking Time" tank top has gone live on the brand's social media channels.



[View this post on Instagram](#)

A post shared by Stella McCartney (@stellamccartney)

Other posts have ranged from first-person moodboard breakdowns to runway show footage and archival photography capturing the pop culture moment that remains central to the campaign, one that has been flipped to present an integral message in its aftermath.

According to the UN, overall, the fashion industry is responsible for 8-10 percent of global emissions ([see story](#)).

IT'S ABOUT FUCKING TIME: On 15 March 1999, I made this t-shirt when my father was inducted into the Rock & Roll Hall of Fame. I think it speaks for itself... x Stella

Shop [#AboutFuckingTime](#) tank: <https://t.co/D4MFIMdr7P> pic.twitter.com/hXAziKCi8

Stella McCartney (@StellaMcCartney) [September 17, 2024](#)

From textile choices to the celebrity representatives it signs, Stella McCartney, widely-regarded as a leader when it comes to luxury players prioritizing sustainability ([see story](#)), is attempting to cover many bases in the wake of the Winter 2024 release.

Its team states the following: "Our luxury fashion brand is committed to working with alternative supreme quality materials that are responsibly sourced and kinder to the environment, using innovative processes and considered sustainable materials to handcraft luxury designer clothing that doesn't compromise on style, quality or sustainability."

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