

STELLA McCARTNEY

ECO FACTS WINTER 2023

CELEBRATING CRUELTY-FREE FASHION

I am devastated by the amount of leather and feathers I have seen on runways this season, and am proud to be a cruelty-free fashion house.

For Winter 2023, 89% of ready-to-wear is crafted from responsible materials – our most conscious winter collection ever.

There is a better way.

Stella solutions:

MIRUM® – our iconic Falabella becomes the exclusive, first-ever luxury bag crafted from this plant-based, plastic-free and circular technology – innovating a new vegan alternative to animal leather.

Mylo™ – cutting-edge science turns mycelium into a vegan alternative to animal leather, available in white exclusively with our Frayme Mylo™ bag.

VEGEA – a biobased vegan innovation sourced from wine grape waste, crafting our cruelty-free S-Wave bag.

AppleSkin™ – a pioneering apple-based vegan alternative to animal leather sourced from food waste, crafting our Frayme and S-Wave bags in a cruelty-free crocodile effect.

SOKTAS – We launched the first luxury garments crafted from regenerative cotton, restoring soil health, protecting biodiversity and fighting climate change.

Conventional fashion:

More than 1 billion animals are killed for the global leather industry every year (PETA), with 70 million barrels of oil used annually to make polyester for fashion. (BBC)

Leather tanning requires toxic chemicals harmful to humans and the environment, with cancer rates among tannery workers in Sweden and Italy being 20% to 50% higher. (PETA)

Raising cattle for leather requires a huge amount of water, fossil fuels and pastureland, with animal agriculture driving 80% of the Amazon's deforested areas. (WWF)

Over 30,000 crocodile skins are exported by the country of Vietnam alone for fashion. (PETA)

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

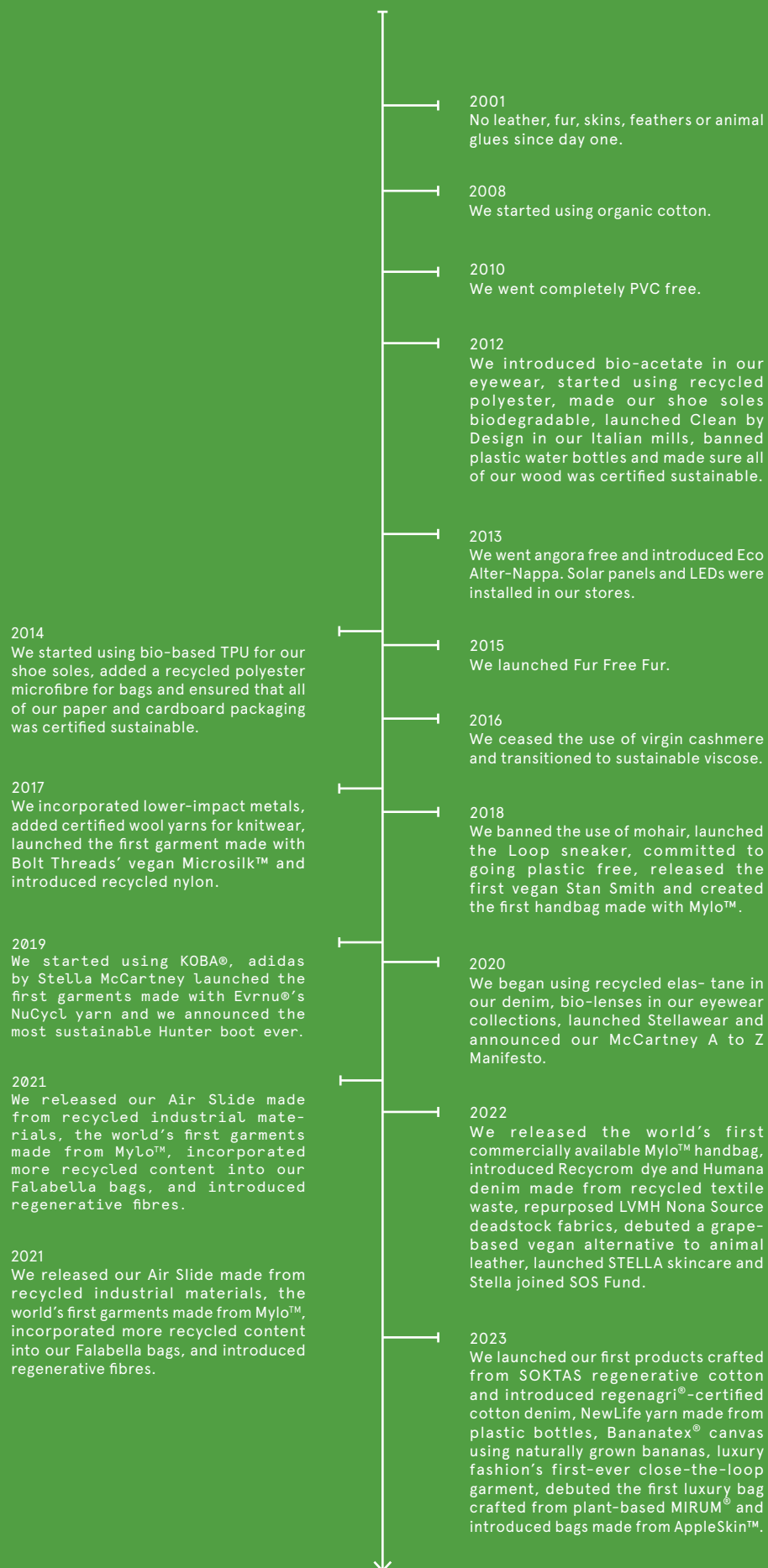
Tell me if you can see the difference. The future of fashion is cruelty-free. Join us.

x STELLA

This season, 89% of the ready-to-wear collection is crafted from responsible materials. Innovations include cruelty-free accessories crafted from new vegan alternatives to animal: our iconic Falabella in plant-based, plastic-free MIRUM® and S-Wave and Frayme bags in AppleSkin™, an Alter Croc crafted from apple waste. The Frayme Mylo™ also returns in white, marking the first time the mycelium-based material is available in a shade other than black.

Winter 2023 is free from animal leather, feathers, fur and skins, prominently featuring forest-friendly viscose alongside GOTS-certified organic cotton and silk, regenerative cotton, recycled nylon, GRS recycled cashmere, RAS alpaca wool, recycled polyester, Regenagri denim and RWS wool from traceable sources.

2023



LEATHER FREE SINCE 2001

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 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

- 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.

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.

NO PVC SINCE 2010 (CONTINUED)

- 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.

RESPONSIBLY SOURCED WOOD & PAPER SINCE 2012

- + 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 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.

BIO-ACETATE SINCE 2012 (CONTINUED)

- 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.

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 biobased TPU for some of our shoe soles, which reduces the need for petroleum-based plastics.

FOREST-FRIENDLY VISCOSE SINCE 2016

- 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.

REGENERATED 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; 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 preconsumer waste that would otherwise go to landfill.

METAL SINCE 2017

- 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
SINCE 2017

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 virginquality nylon yarn.

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.

MYLO™
SINCE 2018

- + 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 petroleumderived 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
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, 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
SINCE 2018

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

EVRNU® – 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.

EVRNU® – MADE TO BE REMADE (continued)
SINCE 2019

- + EVRNU® 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.

RECYCLED ELASTANE
SINCE 2020

- 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
SINCE 2020

- + 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.

RECYCLED INDUSTRIAL WASTE
SINCE 2021

- 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
SINCE 2021

- 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.
- + Winter 2021 features our first products made from regenerative wool.

SORONA®
SINCE 2021

- 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.

RECYCROM™
SINCE 2022

- 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.

GRAPE-BASED ALTERNATIVES
SINCE 2022

- + 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
SINCE 2022

- + 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.

REGENERATIVE AGRICULTURE: COTTON
SINCE 2023

- 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.
- + Cover crops diversify farmers' income streams, increasing their resilience.

continued

REGENERATIVE AGRICULTURE: COTTON (continued)
SINCE 2023

- + 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.

NEWLIFE YARN
SINCE 2023

- Only 1% of fabric is currently recycled back into textiles.
- + We introduced outerwear made with OEKO-TEX and GRS-certified NewLife yarn – 100% premium recycled yarn crafted from plastic bottles, removing plastic waste from our oceans and landfill.

MIRUM®
SINCE 2023

- The fashion industry is over-reliant on plastics and synthetics, with around 70 million barrels of oil used each year to produce materials for clothing.
- + We have partnered with Natural Fiber Welding (NFW) to craft the first luxury accessories from MIRUM®, an entirely plastic-, fossil fuel- and water-free vegan alternative to animal leather.
- + It is the first scalable, 100% plastic-free alternative to animal leather, made from a combination of virgin natural materials and upcycled agricultural side-streams.
- + Winter 2021 features our first products made from regenerative wool.
- + MIRUM® prioritises communities and environments by only utilising natural, local ingredients – enhancing biodiversity and regenerating soil systems.

APPLESKIN™
SINCE 2023

- 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)
- + Appleskin™ 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.

APPLESKIN™ (continued)
SINCE 2023

- + By using food waste as a resource, we tap into industrial symbiosis.



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 boot, 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.

EYEWEAR (continued) SINCE 2011

- + 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.

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.

