

CHAPTER 7: WE CAN WORK IT OUT

RENATA GRUZDEVA, KYRAH BAILEY, ELIZABETH
STONEHOUSE, CYNTHIA RODRIGUEZ, WENDY WU



STELLA MCCARTNEY: HISTORY & BACKGROUND

Stella McCartney was raised on an organic farm in Sussex, England. She was not only surrounded by the countryside in a vegetarian and pro-animal rights household but fashion was always a part of her life as well.

As a teenager, McCartney interned at the studios of designers such as Christian Lacroix and Betty Jackson along with British Vogue.

After graduating from Central Saint Martins College of Art and Design, McCartney held her degree show in 1995, where top models like Naomi Campbell and Kate Moss walked.

R



McCartney's first collections in her small London company already began as a comparatively sustainable brand, and she first became known for her romantic slip dresses which were made of antique silk discovered at a flea market.

THE RISE OF STELLA MCCARTNEY & HER INFLUENCE

IN 1997, MCCARTNEY REPLACED KARL LAGERFELD AS CREATIVE DIRECTOR OF CHLOÉ. FROM THE FIRST EXECUTIVE MEETING, SHE STIPULATED NO LEATHER AND NO FUR AS PART OF HER DESIGN REQUIREMENTS.

MCCARTNEY'S STRONG PRESENCE AND CONVICTIONS ALLOWED HER TO SUCCESSFULLY PROCEED WITH THESE DESIGN CHOICES.

AFTER HER FIRST SHOW AT THE PARIS OPERA HOUSE IN 1997, MCCARTNEY RECEIVED PRAISE FOR HER UNIQUE STYLE AND SIMPLE, LIGHT DESIGNS. HOWEVER, HER POLICY AGAINST LEATHER AND FUR RAISED CRITICISM STATING THAT FAUX HIDES ARE MORE HARMFUL DUE TO THEIR PETROLEUM CONTENT.

MCCARTNEY CLAPPED BACK STATING THAT LIVESTOCK PRODUCTION AS A WHOLE CULTIVATES THE MAJOR CAUSES OF LAND DEGRADATION, GLOBAL WARMING, AND AIR/WATER POLLUTION. (THOMAS, 2019, P. 163)

- LEATHER TANNING UTILIZES METALS LIKE CHROMIUM, WHICH IS TOXIC TO HUMANS.
- TANNERIES ARE ALSO TOP POLLUTERS ACCORDING TO THE ENVIRONMENTAL PROTECTION AGENCY'S "SUPERFUND" LIST.
- THE USE OF REAL FUR INCLUDES THE USE OF CHEMICALS, DEFORESTATION, TANNERIES, WATER AND LANDMASS USAGE.



THE CARBON FOOTPRINT OF FUR FASHION STILL DOMINATES

June 27, 2023

Fur industry accused of greenwashing as new report reveals carbon footprint of fur fashion far higher than other materials

UK Government must ban fur imports and sales to protect animals and the environment, says Humane Society International/UK

Humane Society International / United Kingdom



BASED ON AN ARTICLE FROM JULY OF 2023,

A RECENT REPORT BY CARBON FOOTPRINT EXPERTS AT FOODSTEPS, COMMISSIONED BY HUMANE SOCIETY INTERNATIONAL/UK, REVEALS THE SIGNIFICANT ENVIRONMENTAL IMPACT OF MINK, FOX, AND RACCOON DOG FUR PRODUCTION COMPARED TO OTHER FASHION MATERIALS.

CONTRARY TO CLAIMS BY THE FUR INDUSTRY, FUR IS FOUND TO HAVE THE HIGHEST GREENHOUSE GAS EMISSIONS PER KILOGRAM, SURPASSING EVEN COTTON AND POLYESTER USED IN FAUX FUR.

★ THE REPORT ESTIMATES THAT BANNING FUR FARMING ACROSS EUROPE COULD LEAD TO SUBSTANTIAL ENVIRONMENTAL BENEFITS, INCLUDING SIGNIFICANT REDUCTIONS IN CO2 EMISSIONS, WATER POLLUTION, AND AIR EMISSIONS, EQUIVALENT TO THE EMISSIONS OF THOUSANDS OF UK CITIZENS ANNUALLY.

R

“INFILTRATING FROM WITHIN”

MCCARTNEY LAUNCHED HER OWN LABEL IN 2001, WITH KERING (THEN KNOWN AS GUCCI GROUP) HOLDING A 50% STAKE.

SHE GOT ACCUSED OF NOT STICKING TO HER WORD, AS GUCCI IS KNOWN FOR BEING A LEATHER GOODS COMPANY.

HOWEVER, MCCARTNEY DESIRED TO SPREAD HER ENVIRONMENTALLY CAUTIOUS ETHICS FROM HER OWN BRAND TO THE CONGOLMERATES’ OTHER BRANDS.

IN 2006, MCCARTNEY PROVED A HEALTHY ACCESSORY BUSINESS CAN EXIST WITHOUT REAL LEATHER GOODS-HER COMPANY BECAME PROFITABLE, WITH ACCESSORY SALES CONSTITUTING ONE-THIRD OF HER TOTAL TURNOVER.

MCCARTNEY ALSO ELIMINATED PVC, A PREVALENT PLASTIC, FROM USE IN HER COMPANY IN 2010.

IN 2016, ALL BRANDS UNDER THE KERING GROUP FOLLOWED.

COLLABORATING WITH MORE AFFORDABLE CLOTHING BRANDS ALLOWED MCCARTNEY TO SPREAD HER FASHION ETHICS TO THE MAINSTREAM MARKET.

- IN HER PROJECT WITH H&M IN 2005, MCCARTNEY MADE A STAND ON USING ORGANIC COTTON RATHER THAN CONVENTIONAL.
- REACHED OUT TO PARLEY FOR THE OCEANS, A MARINE CONSERVATION ORGANIZATION THAT TRANSFORMS PLASTIC OCEAN WASTE INTO THREAD AND YARN, SEEKING THEIR ASSISTANCE IN CREATING THE ADIDAS BY STELLA MCCARTNEY PARLEY ULTRABOOST X SPORTS SHOE.





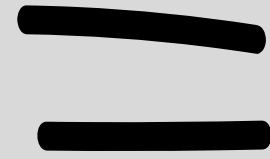
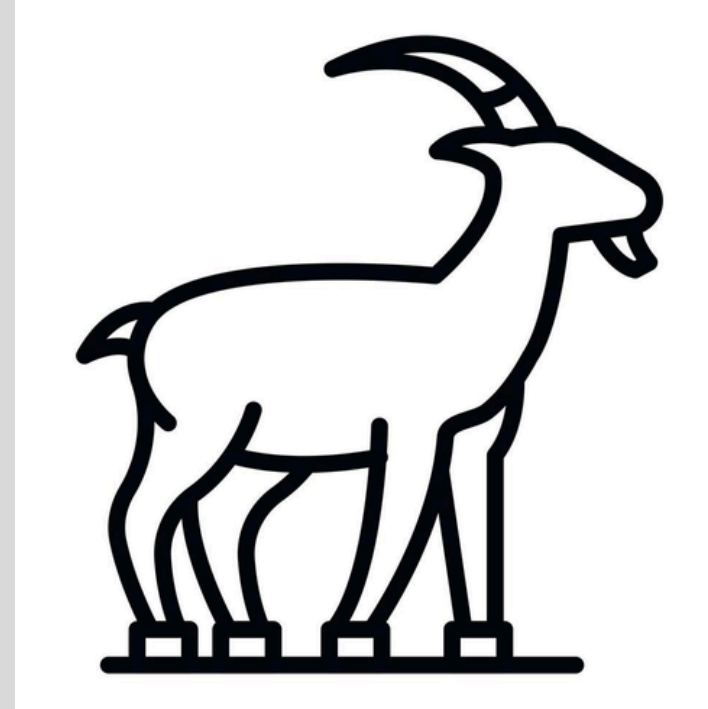
“In 2014, McCartney publicly committed to halt sourcing rayon from suppliers who logged in ancient forests—a move that rattled the rayon industry: three-fourths of all rayon is produced by ten suppliers.” Stella McCartney has made efforts to contribute to a better effort toward sustainability as technology advances. Stella’s Uk stores now run on wind power, with LED lighting in her stores worldwide. The Dallas location has solar panels, and the Costa Mesa has skylights.

Before

1 Cashmere Sweater



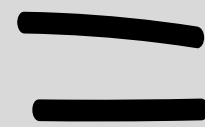
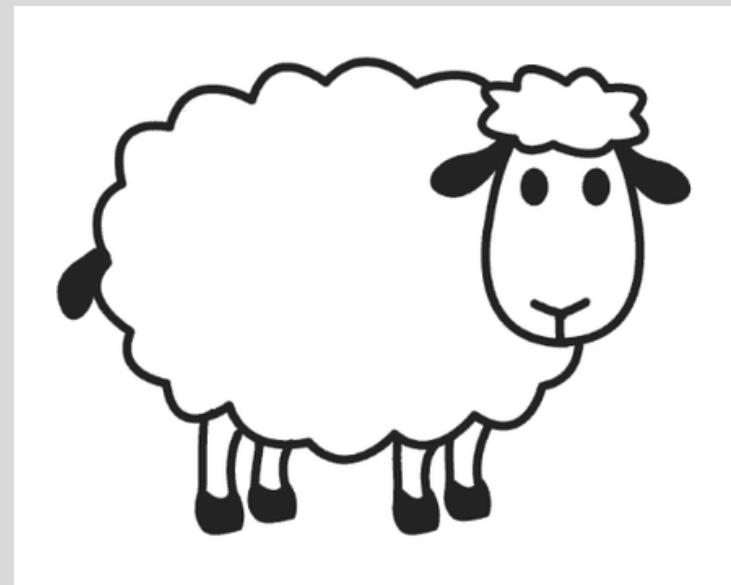
4 Goats



1 Wool Sweater



1 Sheep



After

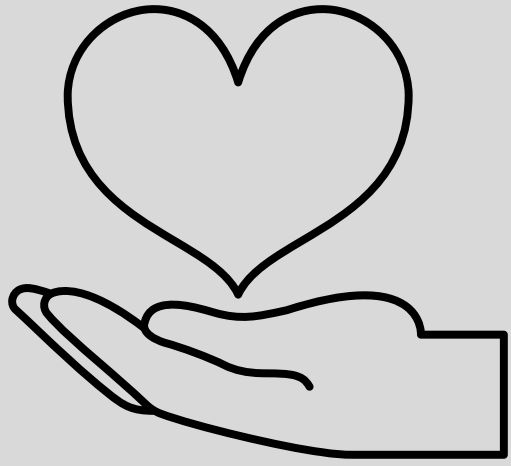
McCartney was one of the first companies to switch from virgin cashmere to regenerated cashmere made from waste.

Kering EP&L

in 2019 Kering developed the EP&L system to assess its environmental impact across the entire value chain, from raw material sourcing to manufacturing, distribution, and retail operations.

The EP&L analyzes six major categories—greenhouse gas emissions, air pollution, water pollution, water consumption, waste, and land use— and places a monetary value on environmental changes caused in each by the company's practices. By quantifying these impacts in monetary terms, Kering aims to integrate environmental considerations into its decision-making processes and drive sustainable practices throughout its business.





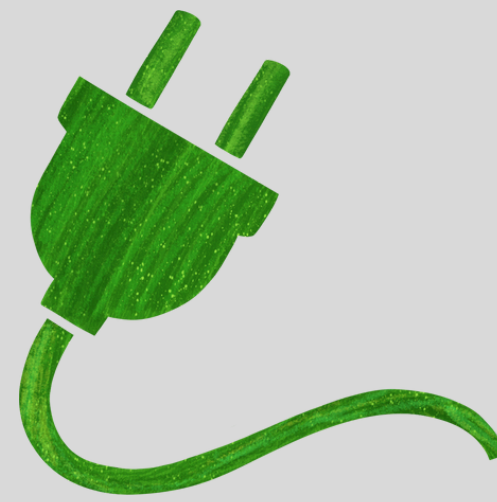
Kering is also sharing its newfound methodology with other companies, in its own industry and beyond, to encourage a general movement toward greater sustainability. The EP&L incorporates a "scenario" modeling tool that offers dynamic visualization of outcomes.

This allows for an instant understanding of how a prospective decision or forthcoming project could affect the EP&L footprint, providing real-time insights.

All Kering companies now have EP&Ls.



Gucci Equilibrium



Gucci Equilibrium is Gucci's sustainability strategy and platform.

Although they have not published the 2023 report yet, I thought this was a great step for Gucci which has had a long history of fur/snake skins. EP&L has been extremely successful and fundamental in inspiring programs like Gucci Equilibrium.



One thing the report pointed out that I admired is Guccis work to transform their supply chain.

They started the Regenerative wool project in Uruguay, where we are supporting a group of ten farmers for the adoption of regenerative agriculture practices on 100,000 hectares of land, with a projected potential to replace 19% of the conventional wool we currently use.

Many brands would like to use regenerative materials, but say the higher cost combined with the complexity of sourcing place it out of reach. Gucci and other large fashion houses absolutely have the resources to commit to initiatives like the Wool project and should continue to do so.



SUSTAINABILITY


Can regenerative wool really make a difference?

More brands are adopting regenerative wool, but without the resurgence of a US-based wool supply chain, its impact is tenuous.

BY ESHA CHHABRA
February 19, 2024

This Vogue article from this past February makes an important point. Also stating that more small-to-medium brands should go directly to the source, connecting with ranchers. “The supply is there,” she insists. “But you have to take interest.” says Leone.

Inka Apter
Sustainability Director of Eileen Fisher.



“Regenerative agriculture (and wool) is not a singular solution to the climate crisis or a strategy for carbon removal. It must go hand in hand with other greenhouse gas reduction efforts throughout the supply chain.”

Green-Washing

- defined as the public-relations spin that makes companies look more environmentally proactive than they actually are
- when fashion first tip-toed into the realm of sustainability, a lot of them were greenwashing
 - From Fashionopolis: Louis Vuitton had a campaign featuring cultural icons Keith Richards and Catherine Deneuve in support of Al Gore's Climate Project. However, the subjects were asked to donate the fee they received for the shoot. Essentially, Keith and Catherine were supporting the project and not Louis Vuitton.
 - It's hard to believe that major corporations under super competitive capitalism would sacrifice profits and shareholder returns to fight global warming



Corporate Social Responsibility

- Now, all major brands are trying to focus on becoming more cleaner and ethical through their business practices
- Some have their version of Kering's EP&L and many others belong to the Sustainability Apparel Coalition
 - a San Francisco-based global alliance of retailers, brands, suppliers, NGOs, unions, and academics founded in 2011 by Patagonia and Walmart

Sustainable Apparel Coalition

- assessed and improved apparel supply chains
- developed the Higg index
 - a standardized method to measure a fashion company's environmental, social, and labor practices
- for the first 10 years, the Higg Index was industry-only
 - In 2019, SAC began making the index's brand and facility evaluations available to the public for more transparency with the consumers

CASCADE

SAC rebrands as Cascale:

- continuing to commit to the same goals as before, the Sustainable Apparel Coalition has rebranded under a new name
- The “Cas” in Cascale is “SAC” reversed, while “CA” refers to collective action,” and “scale” references scaled ambitions
- The logo’s visual elements evoke a new “phase” similar to lunar cycles in nature, as well as moonlight or a mirrored reflection
- Additionally, the elements symbolize the organization’s three member categories and external stakeholders, all critical players in advancing the unified strategy



NEW SUSTAINABILITY RULES

- With a shifting regulatory landscape, retailers, brands and manufacturers need to revamp their business models to align with it
- Regulations will span the entire fashion value chain, from product design to marketing, and will impact consumers and companies globally
- There are also rules set to mandate action on everything from textiles production and chemicals use to recycling and waste
- Regulators are requiring companies to fix their own operations and force higher standards in their supply chains
- The new EU Green Claims Directive curbs greenwashing by requiring sustainability-related declarations and statements to be specific, backed by evidence, verified by independent bodies and communicated clearly
- Just as Marenzi stated in Fashionopolis, “A majority of fashion’s problems could be solved at the design process,” (172), according to Business of Fashion, there are also minimum design standards set to come into full effect by 2025 for all individual products sold within the EU.
 - these include requirements around recyclability, durability, reusability, repairability and use of hazardous substances

Sources

Adidas by Stella McCartney Ultraboost 20 shoes - white: Women's lifestyle: Adidas us. adidas United States. (n.d.).

[https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?](https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-GoogleProductAds--NA--HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem)

[af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-](https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-GoogleProductAds--NA--HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem)

[GoogleProductAds--NA--](https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-GoogleProductAds--NA--HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem)

[HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem](https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-GoogleProductAds--NA--HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem)

[p&sourceid=543457011HP6701](https://www.adidas.com/us/adidas-by-stella-mccartney-ultraboost-20-shoes/HP6701.html?af_channel=Search&af_click_lookback=30d&af_reengagement_window=30d&c=PLA&cm_mmc=AdieSEM_Feeds-_-GoogleProductAds--NA--HP6701&cm_mmca1=US&cm_mmca2=NA&gad_source=1&gclid=Cj0KCQjwq86wBhDiARIsAJhuphm4qcK29y089t1ysROLA0wAOsizqd2yEHhN7kOYrt9ixxpwlJ1ljYEaAuRaEALw_wcB&gclsrc=aw.ds&is_retargeting=true&kpid=HP6701&pid=googleadwords_tem)

Conlon, S. (2017, June 26). How stella really felt about using the supers in her CSM show. British Vogue.

[https://www.vogue.co.uk/article/stella-mccartney-desert-island-discs-kate-moss-naomi-](https://www.vogue.co.uk/article/stella-mccartney-desert-island-discs-kate-moss-naomi-campbell)

[campbell](https://www.vogue.co.uk/article/stella-mccartney-desert-island-discs-kate-moss-naomi-campbell)<https://www.kering.com/en/sustainability/measuring-our-impact/our-ep-l/>

Earth day 2020: Discover our sustainable journey: Stella McCartney US. Earth Day 2020: Discover our sustainable journey |

Stella McCartney US. (2020, April 21). [https://www.stellamccartney.com/us/en/stellas-world/earth-day-2020-discover-our-](https://www.stellamccartney.com/us/en/stellas-world/earth-day-2020-discover-our-sustainable-journey.html)

[sustainable-journey.html](https://www.stellamccartney.com/us/en/stellas-world/earth-day-2020-discover-our-sustainable-journey.html)

Heffner, E. (2023, June 27). Fur industry accused of greenwashing as new report reveals carbon footprint of fur fashion far

higher than other materials. Humane Society International. [https://www.hsi.org/news-resources/fur-industry-accused-of-](https://www.hsi.org/news-resources/fur-industry-accused-of-greenwashing-as-new-report-reveals-carbon-footprint-of-fur-fashion-far-higher-than-other-materials/)

[greenwashing-as-new-report-reveals-carbon-footprint-of-fur-fashion-far-higher-than-other-materials/](https://www.hsi.org/news-resources/fur-industry-accused-of-greenwashing-as-new-report-reveals-carbon-footprint-of-fur-fashion-far-higher-than-other-materials/)

Heyworth, H. (2024, February 26). Sustainable Apparel Coalition (SAC) rebrands as Cascale. Sustainable Apparel Coalition Rebrands as Cascale. <https://cascale.org/resources/press-news/press-releases/sustainable-apparel-coalition-rebrands-as-cascale/>

Team, B., & Company, M. &. (2024, January 4). The year ahead: What to expect as New Sustainability Rules Roll in. The Business of Fashion. <https://www.businessoffashion.com/articles/sustainability/the-state-of-fashion-2024-report-sustainability-regulations-eu-fashion-value-chain/>

Varley, C. (2024, March 7). Can biotechnology save the fashion industry? . Earth.Org. <https://earth.org/can-biotechnology-save-the-fashion-industry/>

[HTTPS://EQUILIBRIUM.GUCCI.COM/](https://equilibrium.gucci.com/)

[HTTPS://WWW.KERING.COM/EN/SUSTAINABILITY/MEASURING-OUR-IMPACT/OUR-EP-L/](https://www.kering.com/en/sustainability/measuring-our-impact/our-ep-l/)

[HTTPS://WWW.VOGUEBUSINESS.COM/STORY/SUSTAINABILITY/CAN-REGENERATIVE-WOOL-REALLY-MAKE-A-DIFFERENCE](https://www.voguebusiness.com/story/sustainability/can-regenerative-wool-really-make-a-difference)

[PRICE, L \(2016\). TEENAGERS WORK ALONGSIDE MEN IN SOME OF THE MOST DANGEROUS TANNERY JOBS. \[PHOTO\].](#)